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POPULAR

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MAY 1951

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AL COX, JR.

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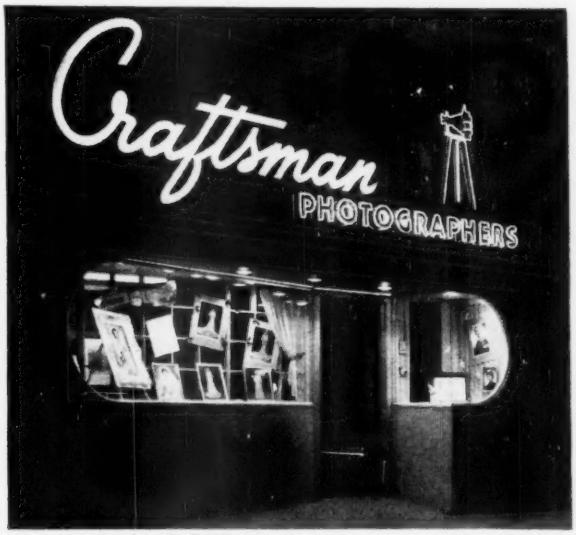

"I want to thank SMP for their genuine personal interest," says Ken. "That Placement Service is tops...got Les and me on this swell spot!" Adds Les: "I think *just one visit to the school* is enough to convince any serious student SMP's the first step to success!"

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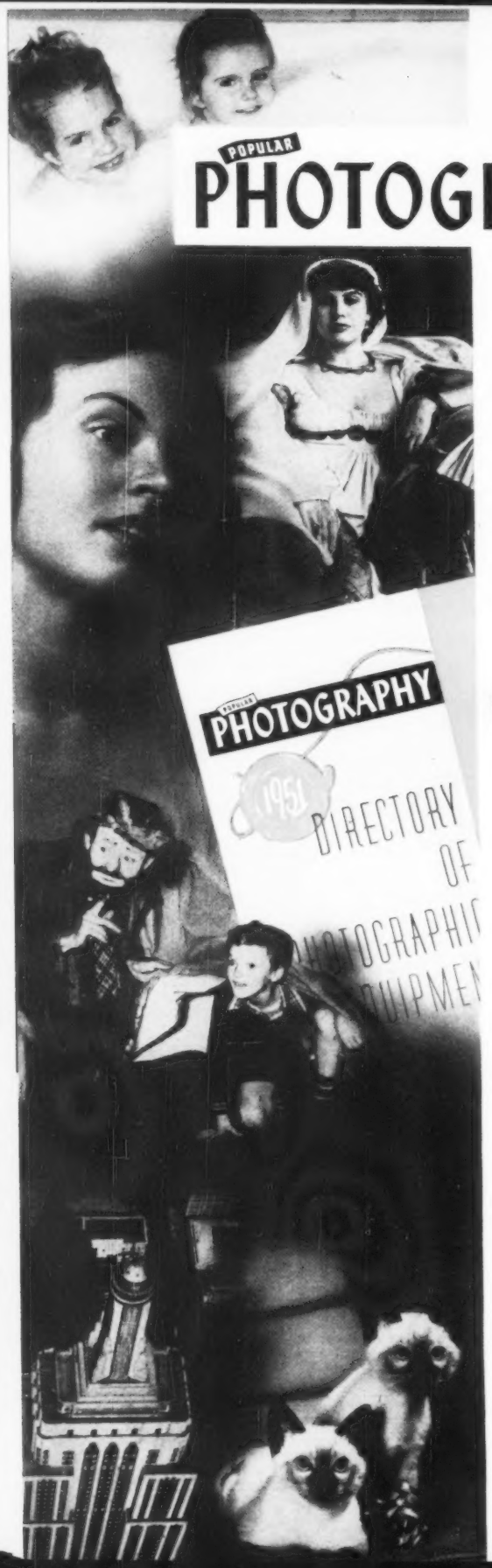

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MAY, 1951

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Largest and most popular listing of photographic equipment of its kind. Here you will find information on available cameras and accessories—descriptions, prices, hundreds of illustrations, plus many facsimiled tables for convenient reference.

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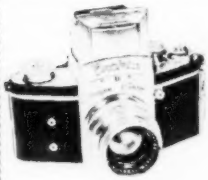

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Synchro Compur Rapid
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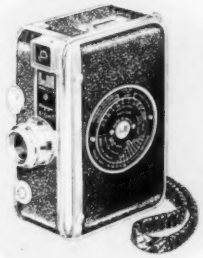

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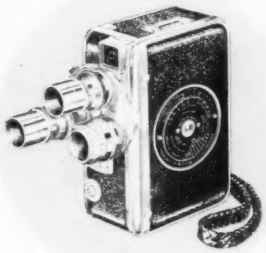

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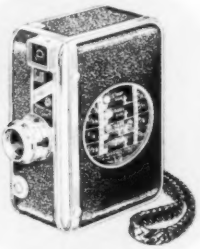
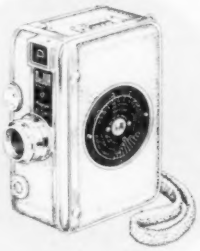
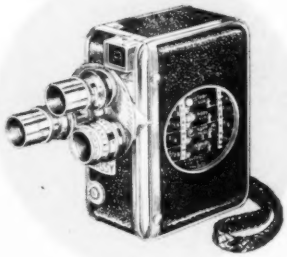


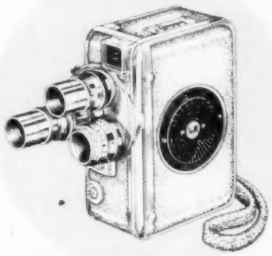
DeJUR "Embassy" 8mm Magazine Movie Camera. f/2.5 click-stop coated lens. $109.50



DeJUR "Californian" Fadematic 8mm Magazine Movie Camera. f/2.5 click-stop coated lens. $135.



DeJUR "Embassy Turret" 8mm Magazine Movie Camera. f/2.5 click-stop coated lens. $134.50. Telephoto lenses extra.



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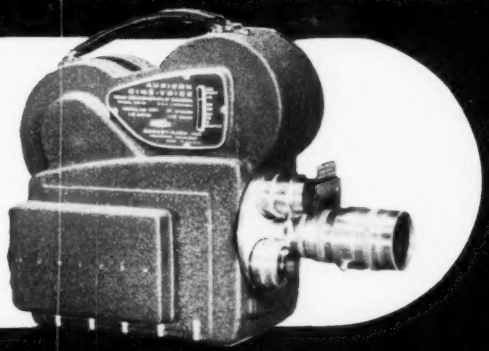

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Exclusive Duo-Prism single single lens reflex focusing—with pin-point accuracy of rangefinder. Speeds from 1 second to 1/1000; built-in flash synchronization. **Brand New.** Truly a connoisseur's camera. With Schneider Xenon Ctd. F2. Lens **$295. Cash or $29.50 Down.** (Also available with F2.9 at $250. and F1.8 at $350.).

LEICA III F

Brand New Model with fully built-in flash synchronization and other improvements is available with 3 different normal lenses: With Ctd. F3.5 Elmar **$280.00 Cash or $28 Down;** with Ctd. F2 Summitar **$385. Cash or $38.50 Down;** with Ctd. F1.5 Summarit **$472.50 Cash or $47.25 Down.** (Full line of Leica accessories available.)

With OPTICAL VIEW FINDER $16.00 Cash or $11.60 Dn.

CENTURY 2¼ x 3¼ GRAPHIC

Takes sheet film, film pack and roll film interchangeably. **Brand New.** Complete with Ctd. Trioptar F4.5 Lens in Century Synch. Shutter. **$109.50 Cash or $10.95 Down.**

PACEMAKER "45" SPEED GRAPHIC

For fast action, prize-winning salon shots. The essence of perfection and versatility. Focal plane shutter, tilting front, double extension bellows, etc. **Brand New.** With Ctd. Ektar F4.7 Lens **$227.70 Cash or $22.77 Down.** (Other Graphics from $99.50 **Cash or $9.95 Down.**)

BOLEX H-8 OR H-16

Bolex H-8 or H-16. Brand New — factory packed. Either the famous H-8 or H-16 with tri-focal viewfinder, built-in frame counter, etc. Wide assortment of lenses available. **Camera complete $244.75 Cash or $24.47 Down.**

ROLLEIFLEX III

New Compur Rapid Synchronized Flash Model! **Brand New** and Factory Packed. Coated Mirror, Rolleikin Knobs. Scale in Feet, and all latest features! Incl. Snap-It Case. With Ctd. Tessar F2.8 **$325. Cash or $32.50 Down.** With Ctd. Tessar F3.5 **$275. Cash or $27.50 Down.** Ctd. Xenar **$235. Cash or $23.50 Down.**

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Versatile-BOLSEY C . . . twin lens reflex camera with all the famous BOLSEY features. $109.50, including F.E.T.

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35mm CAMERAS

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- ***Semi-Wide Angle Lens*** . . . f3.2 coated, color-corrected lens. Short 44mm focal length. Covers wider area, increases depth of focus, ideal for cramped quarters.
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- ***Every Shot Is Sharp*** . . . split-image type built-in range-finder, completely sealed. Brilliant optical eye-level viewfinder makes framing quick, easy.
- ***Up to 4 Extra Pictures Per Roll*** . . . new film load plus compact design wastes no film in loading.

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PRESS

By A. J. Eziekson

The Carolinas Press Photographers Association has elected officers for the current year. They are: Hugh Morton, Wilmington, president; Charles H. Cooper, *Durham Herald*, first vice-president; Bill Warren, *Asheville Citizen-Times*, second vice-president; Carl Wiegold, *Winston-Salem Journal-Sentinel*, secretary, and Richard Minor, *Burlington Times-News*, treasurer.—

In a spirit of levity, newly-elected officers of the Cleveland Newspaper and Newsreel Cameramen's Association, aim a Big Bertha at their 1951 president, Julian Wilson of the Associated Press, at right. Operator of the 40-inch Bertha and his helpers are, from left, Dudley Brumbach, *Cleveland Plain Dealer*, secretary-treasurer; Fred Bottomer, Cleveland Press, sergeant-at-arms; Frank Kuchirchuk, International News Photos, recording secretary; and Jerry Horton, *Cleveland News*, vice-president. The picture was taken by Ray Matjasic of the *Plain Dealer*.

Wisconsin Press Photographers Association elected these officers for 1951. They are, front row, from left, Lowell Larson, *Columbus Journal-Republican*, secretary; Fred W. Inversetti, *Ripon Commonwealth*, president; Carl Turner, *Waupaca County Post*, 2nd vice-president. Rear row, Frank Waltman, *Appleton Post-Crescent*, 1st vice-president; Elmer Richardson, *Milwaukee Journal*, treasurer.

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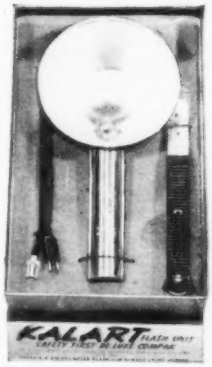
No Heat–No Squinting–When You Take Indoor Snapshots with Kalart Speed Flash

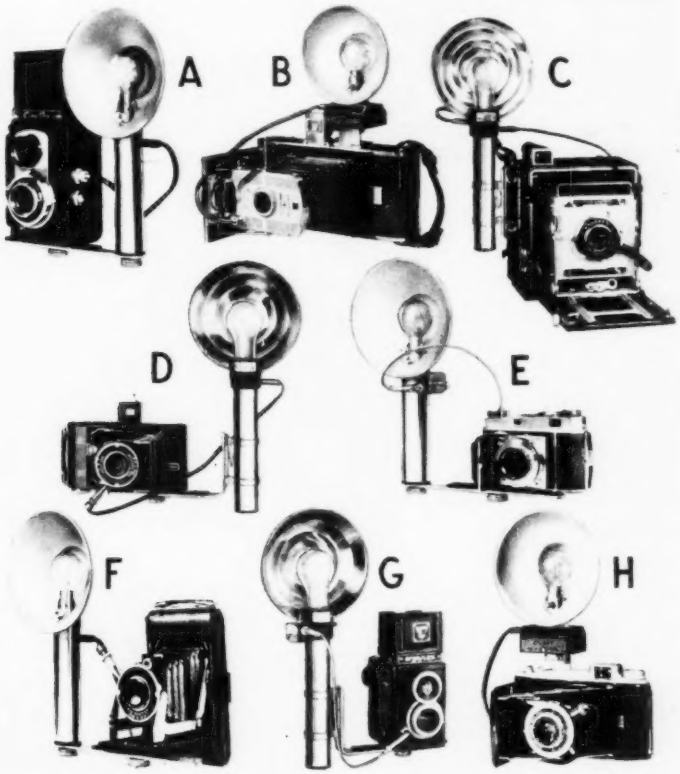
WHY make your subject sweat and squint under hot floodlights for those indoor pictures? Add a Kalart Speed Flash to your camera and take them the modern, painless way. It's so easy to capture natural expressions and poses with a Kalart. No need to say, "Hold still." The flash of the lamp is so quick it stops most motion.

A Kalart Speed Flash can be attached to your camera in a few minutes. Then—to take a picture—simply slip in a flash lamp and click the shutter. The Kalart automatically fires the lamp at just the right moment to give you a clear, brilliant picture. But remember, many flash pictures are a once-in-a-lifetime opportunity. For sure-fire results, get a genuine Kalart. Ask your dealer to demonstrate a Kalart Speed Flash.

See the Kalart De Luxe Speed Flash $8.95 and $9.95



The only flash equipment with patented "Safety First" features that guard against wasting lamps and touching hot used lamps with fingers. Simple "take-apart" construction makes it easy to carry.



There's a Kalart Speed Flash for almost every camera—old or new. Prices from $8.95 to $27.50.

A—Kalart De Luxe Flash Unit on Ciroflex
B—Kalart Compak Flash Unit, Polaroid Land
C—Kalart Master Flash Unit on Graphic
D—Kalart Master Passive, Kodak Vigilant
E—Kalart De Luxe Automatic, Kodak Retina
F—Kalart De Luxe Speed Flash on Kodak
G—Kalart Master Automatic on Argoflex
H—Kalart Compak Flash Unit, Kodak Tourist

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Check those you want—sign name—and mail to The Kalart Company, Inc., Dept. A-5, Plainville, Conn.

____ *How to Take Speed Flash Pictures of Baby.* 12 pages illustrated.

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____ *The Superb New Kalart II Camera.* Illustrated brochure on famous "Camera of Tomorrow"—the only camera with "Electric Brain"—Remote Control Shutter Release and other advanced features.

____ *Amazing New B-C Multiflash.* 12 pages illustrated. Full details on new Superpower Speed Flash for single or multiflash photography.

____ *Tips and Tricks on Movie Editing.* 16 pages illustrated. Practical pointers on editing and selecting equipment.

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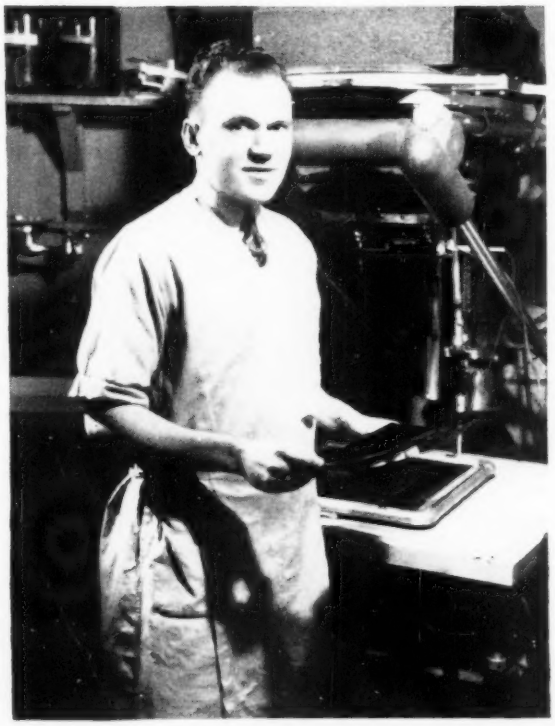
The N.Y.I. Home Study Course in photography presents the material so clearly, the step-by-step progress is so simple to understand . . . that it is almost the equivalent of on-the-spot training.



Bill Woodring . . . "is going places" in photography, his N. Y. I. Training helped him get a job with a future at the well known Rockfield-Moss Studios.

"The Name N. Y. I. is *magic* when you're looking for a job."

Yes, that's just what a Resident School graduate, Bill Woodring, said in a letter to N. Y. I. dated February 19, 1951. He also said "When I first started to work with my present employers, the well known fashion and commercial photographers, Rockfield-Moss, they told me that my N. Y. I. background "tipped the beam" in my favor. I find my THOROUGH N.Y.I. LEARN-BY-DOING TRAINING was just as good as on-the-job training . . . I owe a lot to N. Y. I.'s sound teaching."

N. Y. I. points the way to a profitable future in fashion photography!

TO-DAY! Mail us the coupon on the next page. It can be your Golden Chance for Success!

Photography! — N.Y.I.

THERE'S NO SUBSTITUTE FOR N. Y. I.'s 41 YEARS OF SUCCESSFUL TEACHING EXPERIENCE...

TRAINING is the "keynote" to successful photography. A photographer is only as good as the school which trained him for his professional career. And—*only* N. Y. I. can point to 41 years of experience in teaching ambitious men and women to be top-notch photographers. This is a wide-open field which offers tremendous opportunities for developing your own hidden talent, and for providing lifetime security.

...THIS IS A PRACTICAL SCHOOL!

N. Y. I. offers superb facilities, including a splendid natural color department and carloads of streamlined professional equipment—in 20,000 square feet of working space. A large staff of expert instructors works by your side, offers you sound and practical advice, and teaches you many helpful "tricks-of-the-trade." There are no dreary classes—and you're behind cameras from the first day on, creating your own work.

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N.Y.I. "GRADS" ARE LEADERS IN PHOTOGRAPHY—EVERYWHERE

Throughout the year, letters like the one from Bill Woodring pour in telling us the success stories of N. Y. I. graduates who are profitably free-lancing, in well-paid jobs, or running their own Commercial, Portrait and Advertising Studios. Many of to-day's big headliners in professional photography started from scratch at N. Y. I.—not so long ago.

N. Y. I. Instructors teach students the "tricks of the trade" which turn Studio Shots into perfectly natural outdoor eyecatchers, in fashion and illustration work.

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Resident Training Courses are available under G. I. Bill (Public Law 346 and 16) to those serious veterans interested in photography as a career.

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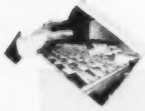

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Spiratone Value-Crammed Directory

A Sensation on the tripod market

ELEVATOR TRIPOD $15.95

with Empire panhead

Spiratone does it again! Here is an efficient two section elevator tripod, weighing only slightly over 4 lbs. and extending to over 66"! The friction drive elevator mechanism can be locked positively in any desired position! The deluxe panhead has single action planning and tilting lock, with an extra tilting lock to make panning alone (for movies!) possible as well! The camera platform has an adjustable screw feature assuring perfect fitting of all cameras, regardless of size of tripod socket. *Shipping Weight 5 lbs.*

WALNUT TRIPOD

We don't dare mention the original cost of this solid stained walnut government surplus tripod with brass fittings and recommend it only to the meticulous photographer who appreciates an exceptional buy. Whether you own a miniature or a press camera, if you want extreme sturdiness, THIS IS IT. Tripod can be disassembled in a few seconds to a 15½" package. **$5.79**

Shipping Weight 5 lbs.

Combination Pole

Tripod—Copy Stand $10.95

and Projector Table

No movie or still photographer will want to miss it! The most versatile accessory ever offered. The Pole Tripod alone, with its adjustable elevation feature has always been a favorite with Spiratone customers. A unique brace arrangement not only holds the Pole perfectly steady, but also assures 100% support for the heaviest cameras! Yet, the tripod weighs only 4½ lbs., telescopes to 25". The Pole is adjustable from 38" to 55" above floor level; a single twist locks the legs in any desired position. Reversible metal and rubber tips. Easily an $18.00 value!

Shipping Weight 5 lbs.

COPYING ATTACHMENT. Fastens by means of setscrew to bottom of pole and transforms your tripod into a practical copying and titling stand. **$1.49**

6-SECTION TRIPOD

6-section brass tripod, chromium finish, extends to 54", telescopes to only 15½". Ideal for 35mm, reflex, small folding and 8mm movie cameras, complete with sturdy miniature tilttop. By all established standards, this tripod should sell for twice our price of **$6.89**

Shipping Weight 4 lbs.

SPIRATONE PANHEAD

A chrominum-finished tilthead which sturdily supports the heaviest movie, 35mm, 2¼x3¼, 2¼x2¼ cameras. Single motion panning and tilting action, locked by simple turn of the handle. **$1.89**

Shipping Weight 1 lb.

THREE SECTION

Metal Tripod with Spiratone Panhead. Nothing was ever offered to compare in value with this inexpensive outfit. The legs fold down to 18", extend to 45"; the tripod weighs 15 oz. and will satisfactorily support medium and lightweight cameras. **$2.95**

Shipping Weight 2 lbs.

Save 50%

3 for **$1.69** **LITTLE TECHNICAL LIBRARY BOOKS** 6 for **$2.98**

All 9 for $4.30

Grab these books while they last—they are the very same that sell in stores all over at 95¢ and $1.00. Choose from among the titles listed and specify one alternate number.

We needn't describe these most widely read of all photographic books—you're probably heard of all the authors and admired their work.

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23 Taking Pictures at Night
24 Tabletop Photography
27 Press Photography for the Freelance
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All-metal

Projector Blower Case $9.95

for most 2x2 projectors

For only pennies more than the cost of a regular case, you can now get this all-metal case with a built-in blower, to provide ample air circulation for your projector, to prevent damage to your slides, to make prolonged projection more comfortable. For Kodaslide, Argus, Spartus, Viewlex, Marton and other projectors less than 7" in height. AC only.

Shipping Weight 9 lbs.

BLOWER BASE only (shipping weight 6 lbs.) $7.69

Portable, Crystal-Beaded

TRIPOD SCREEN $5.89

Sensational! Never before was a fine quality screen offered at so low a price. Crystal-beaded pyroxylin surface adds extra brilliance to your pictures! Screen raises and lowers on elevating rod, assures positive screen alignment. The metal can is finished in scratch-resistant hammerton blue enamel. Carrying handle sets automatically for balanced carrying. The sturdy tripod is chrome-plated and has protective rubber tips. WITH OTHER MAKE SCREEN PRICES RISING, THESE LOWEST-IN-SCREEN HISTORY PRICES AND MANY VALUABLE FEATURES ADD UP TO ANOTHER UNBEATABLE SPIRATONE VALUE.

Screen Size		Appr. Shpg. Wt.
30"x30"	$ 5.89	8 lbs.
30"x40"	8.19	10 lbs.
40"x40"	9.64	11 lbs.
37"x50"	11.89	14 lbs.
50"x50"	13.95	15 lbs.

Free with any (exc. 50x50) screen (please specify): 10 interesting 2x2 color slides or 8mm 100 foot carmel-Hollywood Film or ten assorted 16mm titles.

2x2 Glass Slidebinders 2½¢

In lots of 200 each

The biggest bargain in quality slidebinders ever offered and one of the finest methods of mounting transparencies (35mm Argus, Leica size) between glass! Pregummed Fibreboard, self-centering of slide, provision for type-on titles, dustproof, lintfree, shockproof—all these advantages are yours for less than the usual cost of glass alone! Why risk fingerprints and scratches on your irreplaceable color shots? 200 for $5.00.

200 Singleframe (Mercury) Masks $1.75.
200 Square (Robot, Tenax) Masks $1.75.
Masks fit glass binders and metal binders.

Shipping Weight 5 lbs.

Save up to 40% on

2x2 METAL SLIDE BINDERS 6c EACH

The ultimate in simplicity! Aluminum glass binders, may be used over and over again. Just place transparency between glass, insert in metal non-warp frame.

18 for $1.26 54 for $3.51 126 for $7.56

Shipping Weights 1 lb., 2 lbs., 5 lbs.

2x2 SLIDE PROJECTOR

incl. Dual Slidecarrier worth $2.00

& 40x40 SCREEN $18.95

Here is an unusual value! A 100 watt 2x2 slide projector, all metal construction, special concentrating condenser, color-corrected lens, PLUS a 40"x40" beaded tripod screen complete with tripod—all for only $18.95. *FREE with this outfit:* 20 full color bird slides (List price $5.00).

Shipping Weights 5 lbs. and 11 lbs.

USUALLY RUNS DOUBLE!

Lumitrol Dimmer Switch $3.00

A "must" for successful indoor photography. Avoid that tired look on your subject's face, provide longer life for photofloods. Lumitrol has 1250 watts capacity (2 No. 2, 4 No. 1 or 1 No. 2 and 2 No. 1 photofloods), single hi-lo-off switch, 10 foot cord. Beautifully finished and compact (4"x3"x3"x1½"). *Shipping Weight 2 lbs.*

POLISH UP YOUR PROJECTION WITH

PROJECTOTROL $3.25

Avoid the mad scramble for a room-light switch when the show is over! Whether you have a slide or a movie projector, PROJECTOTROL is what you need. Plug your table or floor lamp into one outlet, the projector into the other. Snap switch to "projector" and off goes the house light, on the projector! 1250 watts capacity, 10 foot cord, construction outwardly identical to Lumitrol.

Single Operation Focusing and Reading

RANGEFINDER $9.50

For rapid working, a necessity! For flash, for easy determination of depth of field, the ideal. The Watameter II makes focusing down to 20" not only speedy and simple, even under poor light conditions, with its clear super-imposed imaged system, but it shows, right next to the subject, the actual distance in 21 clearly visible figures. All metal construction, leather case—no finer, more accurate, more advanced rangefinder made. FREE WITH WATAMETER II: Extinction type exposure meter, worth $2.00.

COPYING STAND $6.49

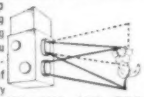
Again, you will look to Spiratone for an important accessory at a down-to-earth price! Designed by us to combine usefulness and economy, the Spiratone Copying Stand will prove equally useful for copying old photographs, drawings, documents; for medical and scientific work; for movie titling—for virtually any kind of closeup work. The stand consists of a 14"x14" wooden board to which the pole is removably attached. The camera bracket slides smoothly up and down the pole and the special adjustment feature makes possible centering of the camera over the subject. The unit is delivered ready for assembly within seconds—no extras needed.

LIGHT ATTACHMENT, made to be raised or lowered on pole, with adjustable goosenecks, reflectors, cord and switch **$4.95**

DELUXE COPYING STAND, same as above, but with 18"x20" base board and 20" pole, for photographing larger originals, drawings, etc. **$8.75**

Shipping Weights 7 lbs., 4 lbs., 9 lbs., respectively.

PARALLAX—CORRECTING CLOSE-UP SETS for ROLLEI, CIRO, ARGO, UNI, IKO, ANSCO, KODAK REFLEX AND BOLSEY C CAMERAS $3.95



Set consists of matched closeup lenses for taking and viewing lenses, including parallax-correcting prism. Only Spiratone offers you these extremely useful, in fact indispensable sets, at a fraction of the usual cost—yet unconditionally guaranteed. A SIMILAR IMPORTED SET FOR THE ROLLEIFLEX COSTS $28.00!

Ideal for portraits, copying, clinical and child photography. Lenses fit standard filterholders (Kodak Reflex requires special viewing lens holder $1.00). Filterholders: Ser. V $1.00, Ser. VI $1.25, Bayonet Ser. V $1.75. Plus 1 set $3.95, Plus 2 set $4.95, Plus 3 set $4.95.

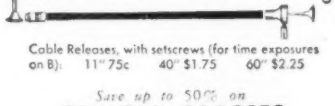
STEREO REALIST CLOSE-UP SETS $9.90

Each set consists of matched closeup lenses with specially calculated prisms assuring perfection in stereo viewing and projecting. Available in Plus 1, 2 and 3—all three sets for only $25.95. Ser. V filterholders, $2.

EXTREME CLOSE-UP STAND $3.95

One of the most useful gadgets we have ever seen! Whether you own a 35mm, 2¼x2¼ or a small folding camera (up to 2¼x3¼), you can now take close-ups of coins, insects, stamps, flowers or any other small object with the simplicity of a snapshot of the baby! Camera is automatically centered, no need to watch parallax. Doctors, clinical workers, dentists, botanists, stamp and coin collectors will welcome this precision instrument. Comes complete with lens, removable legs and simple instructions.

40" CABLE RELEASE $1.25



Here is your opportunity to obtain an extra long cable release for your camera—at almost one third of the usual price and for pennies more than a short release. State what camera you have when ordering. Any length, Leica model 25c extra. Other Cable Releases, for Compur and Kodak-type shutters: 4" 25c 7" 35c 10" 45c

Cable Releases, with setscrews (for time exposures on B): 11" 75c 40" $1.75 60" $2.25

Save up to 50% on

2¼x2¼ GLASSES

(Specify 2 7/16th or 2 11/16th square)

Assure lasting protection for your costly color transparencies! Don't risk marring them with scratches, dirt marks, finger prints: You can never replace them. Spiratone now furnishes cover glasses at the lowest prices ever:

100 for $1.98 200 for $2.98 500 for $6.75

Shipping Weights 3 lbs., 5 lbs., 11 lbs.

16MM 15MM F:2.8 WIDEANGLE FOCUSES DOWN TO 1 FOOT 25MM F:1.9 NORMAL LENS WITH CLICKSTOPS 75MM F:3.5 TELEPHOTO WITH BUILT-IN SHADE 29.95 EACH

Three Sensational Offers! Made by Berthiot, France's top lens maker. Easily worth double! All three lenses are coated, color-corrected, in chromium focusing mounts. Fit standard C-mounts, such as Revere, Keystone, Bolex, B&H. *Shipping Cost 35c per lens.*

8MM SENSATION!

Spiratone takes great pride in introducing its first own 8mm prime telephoto lenses, two truly great lenses designed to compare favorably with other make lenses costing double or more. Manufactured to our exact specifications, under an exclusive contract, by a large manufacturer whose Leica and Kine Exakta telephoto lenses are well known and widely used, these lenses mark the beginning of an ever-increasing line of quality lenses priced within the reach of every photographer, yet unhesitatingly recommended for use with the finest movie cameras, and by the most critical workers.

8	1" F:3.5	FIXED FOCUS	$ 9.95
M	1½" F:3.2	FOCUSING MOUNT	$16.95

Specifications: Both lenses are coated, color-corrected and have neatly finished duraluminum mounts. Diaphragm openings on 1" lens are from f:3.5 to f:16; on 1½" lens from f:3.2 to f:22. Both lenses have built-in shades. The 1½" lens focuses accurately from 3½ feet to infinity, gives three times linear (nine times the area) magnification. The 1" lens gives 2X linear (four times the area) magnification, is ideal for rapid telephoto work because of its greath depth of field, its fixed focus setting.

Both lenses (as well as other 8mm lenses listed below) have standard threads and fit all turret and non-turret Revere, DeJur, Keystone, Franklin, and Perfex cameras, also the Kodak Reliant. Adapters are available for use of these lenses on the B&H Sportster and Companion, the Bolex L-8 and the Cinemaster. Adapter $1.95.

Purchase of anyone of the 8mm lenses advertised entitles you to an auxiliary wideangle, to fit your normal camera lens, doubling your coverage, for only an additional **$7.95**

8MM TELEPHOTO—WIDEANGLE SET $14.95

The biggest bargain in lenses ever offered! Yes, you get BOTH, the telephoto and the wideangle lens, for your 8mm movie camera at the unprecedented low price of $14.95—a tiny fraction of the regular price at which thousands were (and are still being) sold. Made by one of the best known manufacturers in the auxiliary lens field, these lenses are available for all Revere, Keystone, DeJur, Franklin, Universal and many B&H cameras.

The telephoto quadruples the size of the subject on your film, cuts effective distance right into half! The wideangle covers more than twice the area your normal lens does! Both lenses slip over or screw into your present lens, are instantly removable. Don't miss this unusual opportunity to widen the scope of your movie camera. State what camera and lens you have when ordering.

SAVE 50% ON HCE

FADETTE $4.49

Get that extra feature for which many movie fans paid $30.00 and more extra on their camera! The HCE Fadette not only makes perfect fade-ins and fadeouts at the push of a plunger (yes, it's that simple), but makes possible, with the use of masks supplied, many different shapes of fades! It also acts as an efficient lensshade and filterholder (which alone is worth $2.00). Don't miss this buy at our $4.49 saving! Fits all 8mm movie cameras—state camera, lens you have.

CINE-TILTLER $5.95

With Six Ready-made Titles

Titles add so much to your movies! And titles you make yourself, when properly spliced in position, will add action, provide continuity, in short, make your home movies a "production". And making titles is so easy! You'll wonder how you could ever "dare" show movies without titles.

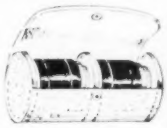
The Cine-Titler is built to last a lifetime. It can be used with every 8mm and 16mm camera, thanks to its wide adjustability. A special auxiliary lens provides exact focus for your camera. You can photograph titles of your own design on 5x4 cards, picture postcards, 4x5 stills; you can even shoot animated titles—an instruction booklet accompanies every titler.

To get right size free ready-made titles (worth $1.50!), specify 8mm or 16mm. *Shipping Weight 4 lbs.*

For Color, For Black and White

SPIRATONE TELEPHOTO and Wideangle Lenses HAVE PROVEN A MUST!

$16.95 each lens



For these cameras: Argoflex, Argus A2, C2, C3, 21, Bantam, Bolsey B, B2, C, Ciroflex B, C, D, E, F, Kine Exakta, Kodak 35 (RF), Kodak Reflex, Mercury I, II, Perfex, Polaroid Land, Pony 828, 135, Retina, Rolleicord, Rolleiflex (bayonet) Uniflex, Vito.

Set of Telephoto and Wideangle lenses for any of the cameras listed **$29.95**
New, uniformly low prices save you between $5.25 and $19.70 per lens!

NEW FEATURES NOT AVAILABLE BEFORE

Telephoto Finder Mask, supplied free of charge with every lens, for every 35MM camera requiring it.

All lenses furnished with either built-in or separate filterholders (saving you $1.25 or more per lens!)

Interchangeability of adapters, so that one lens may often be used on several different cameras *

Scientifically designed means of attachment of auxiliary lens to camera—every adapter expressly fitted for your camera.

*If you wish to purchase a lens or set of lenses to be used on two or more cameras, write us what your problem is, and we will try to furnish you with that model which can be adapted for use with your particular cameras. Each lens is furnished for use with one camera only—additional adapters are $1.25 each.

Spiratone was first to introduce popularly priced auxiliary lenses on the market. Spiratone leads again in offering you the only complete line of telephoto and wideangle lenses at the lowest price ever!

WARRANTY: Spiratone Auxiliary Telephoto and Wideangle lenses are guaranteed to be the finest available and to offer you more valuable features than any similar lens at the same or a higher price.

FILTERS: Your choice of medium yellow, green, orange, red, haze, type A and photoflood conversion, for use with Spiratone lenses:

Each Filter	$1.00
Set of three filters (your selection) in leather pouch	$2.49
Additional Filters — each	$.80

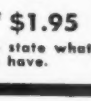
PROVEN FEATURES STILL AVAILABLE DESPITE NEW LOW PRICES:

Extra-hard S-coating.

Full color correction.

Free genuine leather case.

Lifetime Service Guarantee.



No change in exposure or lens opening necessary.

Wideangle Finder Attachment for 35MM cameras **$1.95**

When ordering, be sure to state what camera and lens you have.

THREE UNIT

REFLECTOR OUTFIT $5.49

Two aluminum 10" reflectors for ±1 or ±2 bulbs, one bullet reflector for spot effects, all three complete with swivel joint, switch, socket, clamp and cord—at a fraction of their usual cost. *Shipping Weight 5½ lbs.* Two ±2 one ±1 photoflood bulbs 94c extra. Free on request with $5.49 or $6.49 outfit: Shutter Speed Tester.

$6.00 Hilo (Dimmer) Switch only $2.50, if ordered with $5.49 (above) or $6.49 (below) outfit.

Only Spiratone offers you this $11.00

PHOTOFLOOD STAND + TWO REFLECTORS $6.49

The Ideal Indoor Lighting Set-up

3-section metal stand extends to 6 feet. Sturdy, braced legs with rubber tips. Stand telescopes compactly to only 2½ feet. Positive locking at any desired height. 22" crossbar. Can also be used to hold screen, backgrounds. Two spun-aluminum 10" reflectors (for ±1 or 2 photofloods), complete with sockets, switches, 6' cords, ball-socket swivel joints, rubber-jawed spring clamps. Can be used on crossbar or furniture. Complete outfit $6.49

Shipping Weight: Stand 5 lbs.; Reflectors 4 lbs.

Suggestions: Two ±2 photoflood bulbs	$ .74
Extra Clamp-on bullet with bulb (for semi-spot)	1.79
Photoflood Stand with Crossbar only	3.49

Extension Flash $4.95

No longer need you worry about flat front lighting—you can now achieve with flash the same effects as you would with two photoflood bulbs! You can illuminate entire rooms more evenly, you can double your light output, use smaller openings for more depth of field.

Every Spiratone Extension Flash consists of the bulb holder (for screw-base bulbs), an adjustable reflector, 15 feet of cord and a means of attachment to your photo-star gun—specify model. Shipping Weight 3 lbs.

Midget-bulb adapter with ejector, for your flashgun or extension 98c.

Model A Extension Flash fits all flashguns with standard extension outlets, such as Heiland, King Sol, Newschief, etc.—other models, at no extra cost, for units without outlets, such as Argus C3, Kalart Compak. State what you have when ordering.

Regularly $17.30

COMBO-LITE SPOT $4.95

A focusing spot-floodlight for little more than the cost of a good reflector! Three parts: Master unit, spot head, flood head. The Master unit consists of a 5" parabolic reflector, an adjustable porcelain light socket, utility clamp, switch, cord. Suitable for ±1 photoflood. The spothead has a 3" Fresnel lens, slips into master unit. Ideal for highlighting, spotting. The Floodhead is a 10" broad beam reflector, makes use of ±2 flood possible. Equally practical for home movies and stills. All three components—while they last—yours for $4.95. *Shipping Weight 7 lbs.* One ±1, one ±2 photoflood 57c extra.

Spiratone Twolite $2.95

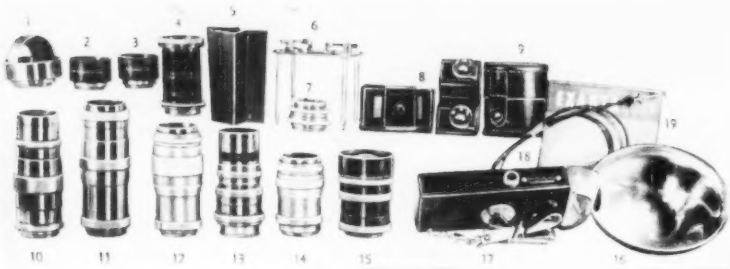
A sensational value! Worth double by all standards. Accommodates regular reflector floods and spots (not included). Easy-to-grip handle, camera platform for greater steadiness, can be used with or without tripod. All metal construction, U-L approved sockets. Complete with switch and cord, only $2.95. *Shipping Weight 5 lbs.*

A One-Time Offer!

FOLDING FOUR-LITE $6.89

It's efficient, it's compact, it costs what you'd expect to pay for a Twolite ordinarily! It folds right into half—and into your gadget bag. It has two on-off switches, so you can use either two or four bulbs at one time. It uses the new GE bulbs (not furnished), four of which give so much light without overloading the circuit! It's all metal, with an eyecatching blue-grey hammerloid finish, a 10-foot heavy duty cord, a handle for easy gripping, removable when you use a tripod. Your camera, any camera, movie or still, fits right on top of the unit's platform, assuring perfect color movies and stills. *Shipping Weight 5 lbs.*

TURN PAGE FOR MORE SPIRATONE VALUES



Brand-new, coated, chromium-mount f:4

KINE EXAKTA 90MM TELEPHOTO $29.95

Acclaimed by users to be equal to lenses costing four times as much! Exclusively imported by us and fully guaranteed. Settings from 3½ feet to infinity, lens openings from f:4 to f:16, depth of field scale.

OTHER COATED, COLOR-CORRECTED KINE EXAKTA LENSES

Telephoto:

(15) Angenieux 90mm f:1.8, fastest 90mm lens	$125.00
(10) Sun 135mm f:3.8, another Spiratone Exclusive	39.95
(14) Steinheil 85mm f:2.8, w. deluxe leather case	69.95
(11) Zeiss 135mm f:4 Triotar	69.50
(13) Meyer 100mm f:2.8 Trioplan	69.95
Meyer 150mm f:5.5 Tele-Megor	69.95
(2) Auxiliary Telephoto for Tessar f:3.5	16.95

Wideangle:

Angenieux 35mm f:2.5 Retrofocus, shortest made	99.50
(7) Meyer 40mm f:4.5 Helioplan	59.95
(3) Auxiliary wideangle for Tessar f:3.5	16.95

ACCESSORIES

(5) Focusing Hood, facilitates outdoor focusing	1.25
(19) Exakta Guide, latest edition	1.75
(4) Set of three extension tubes, improved type, with adapters, reg. $17.95	12.95
(8) Stereotach-Viewer outfit, for stereo pictures with any lens, incl. free color and b&w films	19.95
(17) Neckstrap with locking swivels	1.50
(16) Newschief Flashgun	8.95
(1) Combination Lensshade and Filterholder, screw-in, Ser. VI for Biotar $2.50; Ser. V for Tessar f:3.5	2.00
Focusfix, for rangefinder effect, easily installed	3.95

Be sure to ask for 1951 Kine Exakta News. It's free!

Black and White

35MM SERVICES

Spiratone 35mm services are used all over the world. They combine extreme economy with expert workmanship and the use of the best materials. All enlarged prints are made on popular Velour Black, with each negative individually exposed on the proper contrast paper.

Prices below include return postage

"EXCELSIOR"
Ultra Fine Grain Processing and 3½x4½ glossy enlargements. 20 exposure roll **$1.00**
36 exposure roll $1.58 65 exposure roll $3.10

"SUPERB"
Ultra Fine Grain Processing and 3½x4½ doubleweight velvet enlargements. 20 exp. roll **$1.18**
36 exposure roll $1.83 65 exposure roll $3.65

"POSTCARD"
Ultra Fine Grain Processing and enlargements on genuine doubleweight postcard stock. 20 exposure roll **$1.68**
36 exposure roll $2.50 65 exposure roll $4.66

"MASKOSPOT"
The most highly perfected 35mm service. Ultra Fine Grain Processing and enlargements on doubleweight velvet or singleweight glossy (please specify which) paper.

	3¼x4½	3½x5	4x6
36 exposure roll	2.60	3.12	3.66
20 exposure roll	$1.68	$2.08	$2.35

"STRIPPRINTS"
Ultra Fine Grain Processing and printing on a continuous roll of paper. 20 exp. roll **60c**
36 exposure roll 80c 65 exposure roll $1.26

All services are available for doubleframe (Leica, Argus size) and singleframe (Mercury size) negatives. Robot, Tenax (24mmx24mm) size negatives are enlarged to 5x5.
The cost of reprinting uncut developed rolls is the same as that for undeveloped rolls.

35MM DAYLIGHT LOADER $5.95

Including Ten Cartridges

Take advantage of the exceedingly low cost of 35mm bulkfilm and load any desired length of film into a standard Eastman cartridge! *Shipping Weight 4 lbs.*

100 ft. guaranteed government surplus 35mm Ansco Supreme or Kodak Super XX $1.98

Brand-new, Spiratone-priced

LEICA ACCESSORIES

All lenses are coated, color-corrected, in chromium mounts.

90MM f:4 Sun, a Spiratone Exclusive	$39.95
(14) 85mm f:2.8 Steinheil Culminar*	79.95
(12) 135mm f:4.5 Steinheil Culminar*	79.95
35mm f:4.5 Steinheil Orthostigmat Wideangle,* complete with deluxe leather case (9)	79.95

**Matched, parallax-correcting optical finders furnished free with these lenses.*

(18) 60" Cable Release	1.98
11" Cable Release	.70
SELFTIMER, screws over release button,	
EXTENSION TUBES, set of three 10mm, 20mm, 30mm	5.95
	5.95
(8) STEREOTACH-VIEWER outfit, incl. b&w and color films, makes Leica into stereo-camera taking breath-taking three-dimensional color transparencies	19.95
SUPER-NOOKY Closeup Device, couples rangefinder focusing with closeup lens down to 1½ feet, a must for portraits, specify Elmar, Summar or Summitar model	16.95
(16) GEISS-KONTAKT, a simple means of flash synchronization requiring no installation, excellent for strobe; complete with Newschief flashgun, a $48.00 value for only	21.95
LEICA GUIDE, an up-to-date 112 page book on all phases of Leica photography	1.75
LEICA MANUAL, latest edition	5.00

35MM RELOADS

Spiratone 35mm reloads in metal cartridges are clearly labeled with brand, number of exposures and expiration date. Your choice of Kodak Panatomic X, Plus X, Super XX or Ansco Supreme.
20 exposures: Each 35c, 8 for $2.00, 18 for $4.00.
36 exposures: Each 50c, 5 for $2.00, 11 for $4.00.

Exclusive with Spiratone: Factory-fresh safety Anscocolor, Daylight or Tungsten Types, each **$1.50** postpaid
Seven for $10.00.

This film is unconditionally guaranteed to be in every respect equal to factory-packed Anscocolor film and is not to be confused with reloaded motion-picture film generally sold at a lower price. Expiration Date at least one year from date of purchase.

ANSCOCOLOR IN BULK
Fresh, Safety, Daylight 235 Emulsion
25 Feet $5.75 100 Feet $19.75
Expiration one year from date of purchase.

You asked for it! We made it up!

10-PIECE RETOUCH KIT $1.98

For Negative and Print Retouching

Two fine spotting brushes, an X-acto etching knife with removable blade, a jar of opaque, and solutions suitable for spotting black and white and sepia prints, a set of pencils and a negative retouching medium are provided. Red India Ink for effecting intensification of light (dark-printing) negative areas makes the kit extraordinarily complete and versatile. Includes 35c Camerette Book on Retouching!—Easily worth double! *Shipping Weight 2 lbs.*

SPIRATONE BACKS AND RECOMMENDS THESE NATIONALLY KNOWN QUALITY

LEATHER GADGET BAGS

Made by one of the foremost manufacturers in the field, and exclusively offered by us, through a special purchase, below the usual wholesale prices. These bags are all brand new, first class merchandise not to be confused with "seconds" or "closeouts" or inferior leather bags.

Shipping Weights of Gadget Bags are 2 lbs. and 3 lbs.

SP1. Really the solution for the photographer with few accessories, yet just too many to carry around separately. The SP1's rectangular shape and lack of inside divisions give it ample storage space for a bag only 10"x7"x4". A reinforced bottom, a large foldover flap and two small side flaps assure maximum protection, for the contents. The SP1 also makes a sporty "over-the-shoulder-bag" for the young lady. Spiratone-priced at only **$3.33**

SP2. The SP2 is liked for its all-around versatility. Made of top-grain elk-tanned cowhide, the SP2 will be yours for years of rough handling. One large, two small inside pockets, one convenient, yet not bulky, outside opening zipper pocket, rigid shape-retaining bottom, reinforced with brass studs, 8"x10"x3"—recommended for the camera fan who likes his filters, exposure meter, extra films accessible, yet prefers extreme compactness. Available nationally at $10.00—a Spiratone buy at **$5.59**

SP3. Basically of the same overall construction as the SP2, the SP3 boasts in addition a roomy outside pocket that will hold plenty of the extras that make picture-taking real fun. Reflex Camera owners with lots of accessories will appreciate the added conveniences of the SP3. Budget-priced at half of list **$6.95**

SP4. A jumbo-sized genuine top-grain cowhide bag of beautiful appearance. Ample in size—9"x11½"x4"—for small press cameras and plenty of accessories, zipper around top for easy accessability at contents. Roomy inside pockets and an extra large outside pocket. An unusual opportunity for the serious amateur and professional who wants an "easy-to-get-at bag" which his friends will never suspect cost only **$10.95**

Spiratone is First to Offer you the New

BOLSEY GUIDE $1.75

by C. Abel and Dr. K. S. Tyzings

A practical, non-technical course in photography for owners of the Bolsey B, B2 and C cameras. Pocket size for handy reference, it contains all the tables you need, explains the fundamentals as well as the advanced phases of picture-taking with the Bolsey: 128 pages of valuable information and illustrations, some in color. If you own a Bolsey, you simply must get a Bolsey Guide.

Spiratone Offers you the most complete line of Bolsey accessories—write for Circular BO51.

Combination Lensshade and Filterholder for Bolsey	$ 2.00
Stereotach and viewer outfit, special Bolsey model for breath-taking three-dimensional pictures, with free color and b&w films	19.95

For prices and details on filters, telephoto and wide-angle lenses, and other Bolsey accessories, see other parts of this advertisement.

35mm B&W TRANSPARENCIES

the most thrilling way of presenting your pictures. Printed from your 35mm films (doubleframe or singleframe Mercury size), without changing them in any way. Projection Positives are made on an extraordinarily fine grain film, with each negative INDIVIDUALLY exposed. Viewed in a small viewer or projected life-size on a screen — you'll enjoy the wide tonal range, the three-dimensional quality, the sparkling brilliance which only SPIRATONE PROJECTION POSITIVES can reveal in your pictures. Let us make transparencies from your old rolls, too, so you can relive those happy memories! Send us your next 35mm roll for Projection Positive Printing; there is no extra charge for ultra fine grain processing the negatives.

ANSCOCOLOR
72-HOUR PROCESSING + $1
1 2¼x3¼ COLOR PRINT
ENCLOSE TRANSPARENCY FOR FREE PRINT OR ASK FOR PRINT COUPON! 20 EXPOSURE ROLLS (DOUBLEFRAME) PROCESSED AND MOUNTED $1.00

PROJECTION POSITIVES ARE SURPRISINGLY INEXPENSIVE:
FROM UNCUT 35MM ROLLS: 20 EXP. ROLL 65c: 36 EXP. ROLL $1.05: 65 EXP. ROLL $1.80. From strips having less than six exposures, but no shorter than 4½ inches in length; or selected by frame No.: each frame 10c.

Complete price list of other 35mm services, black and white and color, on request to Dept. PP.

POLARIZING FILTER $2.49

Series V

21.5mm or 25mm $2.00—Series VI $2.98

The only sky-filter that can be used with color! Helps eliminate reflections in water, show-windows, landscapes; increases contrast between sky and clouds. Recommended for use with Kodachrome, Anscocolor and all black and white films. Fits standard filterholders.

Formerly you had to pay $6.75 for a Series VI, $5.75 for a Series V polarizing filter—Spiratone Super now cut down to less than half!

Polarizing filters are delivered in leather-like snap-button compartment cases at no additional cost.

GIGANTIC SALE IN

OPTICAL GLASS FILTERS

Series V and VI mounted in rings. All filters ground and polished. Your choice of medium yellow, orange, green, red, haze, type A or Photoflood conversion, UV16, UV17. Plus 1 (20" to 38"), Plus 2 (13" to 20"), Plus 3 (10" to 13").

21.5mm ea. 75c **Series V ea. $1.25**

Series VI ea. $1.25

FREE: With order for four or more filters: Genuine Leather Filter Pouch with Snapbutton.

FILTER BANK $3.95

The answer to the photographer's dream! Genuine leather, can't scratch or break. Doesn't fill up gadget bag, but fits right on carrying strap. Shade, adapters, filters are instantly accessable, yet well protected. Accommodates standard shade, four filters and two adapters, or shade and eight filters. Was made to sell for twice our price, and Spiratone reduced to compete with filter containers made of much shorter-wear materials. Series V $3.95—Series VI $4.49.

LEATHER POUCHES alone, for 3 Ser. V filters 69c, for 6 Ser. V filters 99c, for 3 Ser. VI filters 79c, for 4 Ser. VI filters 89c, for 6 Ser. VI filters $1.09.

Just arrived from Germany!

Praezisa Rangefinder $3.95

Truly, a quality instrument. Employs the superior super-imposed (Leica-type) image system for easy and accurate focusing from two feet to infinity! All-metal construction, external adjustment screw, modern styling—the Praezisa requires comparison with domestic rangefinders costing three times as much to be fully appreciated!

Leather Case 75c additional.

Imported, Photo-Electric

EXPOSURE METER $12.95

with leather case

To solve the problem of the camera-fan who realizes the need for a good photo-electric meter, but can't afford to pay inflated domestic prices, we have imported from Germany the Minirex, a compact, accurate instrument, with latest A.S.A. readings, an English instruction sheet and a neat leather case, requiring only one hand to rapidly determine the correct exposure for color and black and white films, movies or stills, indoor or outdoor.

Shipped postpaid within U. S.

Save 50% on

35MM STEREO OUTFIT $9.38

Makes any 35mm camera into a stereo camera. Camera mounts on tripod adapter, two pictures are taken, from the two positions on the adapter, resulting in a gorgeous three-dimensional view when looked at through the all-metal stereo-viewer. Since you utilize the full film size your transparencies come back mounted from the processor, as always, and you merely have to attach the two corresponding views to the Stereon mounts. Outfit contains Tripod adapter with movable track, battery-operated focusing viewer and 25 Stereon mounts—all for only $9.38. Ideal for Argus, Kodak 35, Mercury, Robot, Retina, Leica, Kine-Exakta and all other 35mm cameras.

Shipping Weight 3 lbs.

It's a Sensation! Brand new

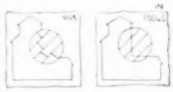
F:3.5 Spiraflex $39.95

with Rangefinder-Focuslix and ER Case

Crammed with features you thought were a bargain for twice as much! Yet priced in the same range as non-metal reflex cameras, with much slower lenses, uncoupled focusing and taking lenses!

Compare: Fully color-corrected, coated, coupled 80mm f:3.5 taking and viewing lenses. All-metal body, covered in stippled waterproof leather, and chromium-trimmed. Short-cocking, double-action shutter with three speeds and B. Diaphragm openings from f:3.5 to f:22. Depth of field scale. Full flash synchronization, with A.S.A. flash terminal. Simplified loading. Takes twelve shots on standard 120 b&w film. Widest choice of color films in this popular size!

A SPIRAFLEX exclusive: Built-in Focuslix grid (see cut) for easier, more rapid and poor-light condition focusing.



Luxurious genuine leather Eveready Case with swivel carrying strap, twin lenscap and wooden storage box are all included in our low price!

The Spiraflex is fully guaranteed for one year and is sold (in the United States) on a ten day money-back guarantee.

A complete line of reasonably-priced accessories is available for the Spiraflex: Economy Flashgun $4.95, Newschief deluxe flashgun $8.95, Selftimer $2.95, Telephoto Lens $16.95, Lensshade $2.50, Filters, close-up sets, cable releases, electronic flash—ask for details

The Best Buy in Folding Cameras

WALTAX Jr. $23.90

with Leather Eveready Case

If there ever was a camera bargain, this is it! But don't let the price mislead you: The Waltax takes needlesharp pictures you can't distinguish from those taken with cameras costing many times as much! Its compact (5"x4"x2") body is all metal; the optical viewfinder shows a brilliant image; the double action shutter has speeds to 1/150the second and is fully flash-synchronized; its body release assures comfortable shooting. The coated f:4.5 lens is superb in definition at all openings, and has settings from three feet to infinity. The Waltax takes 16 pictures on standard 120 or 620 b&w film, 12 pictures on color (Anscocolor, Kodacolor), film.

Imported All Metal

SELFTIMER $2.95

This is the only delayed action timer of this type which screws directly into the cable release socket. It features a first rate mechanism, adjustable time lapse and an automatically resetting release pin—to prevent damage to the delicate shutter mechanism. Models to fit almost every camera—please state what you have.

Selftimer for Bolsey B, B2, C, special model, including cable release $2.95.

Save $20.00 on

Newschief Flashgun $8.95

for almost any camera

Not for three times as much can you get a better or more versatile flashgun! A lucky purchase enables us to offer you the Newschief, made for American Bolex to sell for $28.00, including battery for only $8.95. 3" deep (!) highly polished reflector — ejector — focussing spot for night focusing—circuit-breaker for accidental "goings-off"—two extension outlets—connection for synchro and solenoid cords, or passive tripper.

Use with any camera—Kine Exakta, Kodak 35, Tourist, Pony, Ciroflex, Uniflex, Rolleiflex (1950), Argus 21, etc. Synchrocord (for Kodak, Compur, Prontor, Kine Exakta, other synch shutters) $1.25. Sliding Shoe connector (for Realist, Argus 21, Mercury, Uniflex) $2.00. Passive Tripper for non-synchronized cameras $5.00.

Shipping Weight 3 lbs.

Last Call!

35MM ENLARGER $9.95

Only 100 left! R-U-R-R-Y! When we tried to have our supplier make up an additional quantity of these enlargers, we found we would have to pay more for them than we are selling them for! The Spiratone 35mm enlarger is complete—a die-cast head, a wooden base board, a two-element f:6.3 lens, a 100 watt bulb and a glass sandwich negative holder. Enlargements on baseboard from 4x5 to over 5x7, on a lower level larger still. Diffusing glass. Covers full 35mm single frame and 85% of double frame negatives!

Can be instantly disassembled into compact package—11"x17"x5".

Shipping Weight 7 lbs.

SUNRAY ENLARGER $9.95

with lens and case

A compact, portable 35mm to 2¼x3¼ enlarger, ideally suited for the beginner with a limited budget. Complete with bulb, lens, negative holder, ready for use and instantly disassembled and stored in the handy carrying case.

FREE: ARGEE PRINT WASHER, worth $3.30. Works in any tray 5x7 or larger.

Shipping Weight 10 lbs.

Suggestion: Set of five ENLARGING MASKS, up to 8x10 $1.50.

Another Spiratone Scoop!

FOOTSWITCH $2.39

No need to miss up on dodging or vignetting that print; no need to let your enlarger overheat for lack of a handy switch! Your enlarger or contact printer plugs right into the new Pioneer Footswitch, is all ready for use. Substantially built of a rustproof metal, the Pioneer is designed to give you years of satisfactory service!

Shipping Weight 1 lb.

Save 50% on Baco

11x14 ENLARGING EASEL $5.95

including Gray Scale and Testrip Maker

Heavy wooden base—masonite surfaced—four adjustable masking bands with constant tension—black with white graduations—any size margin possible. Spiratone-priced below the cost of flimsy, less versatile easels.

Shipping Weight 8 lbs.

DEVELOPING TANK $1.49

for 35mm, 828, 127, 620, 116, 616

Simple bayonet lock for different size adjustments. Made of chemical-resistant plastic. Vents for quick changing of liquids. Agitating rod. Easy loading in darkroom—all other operations in daylight. Easily worth double!

Shipping Weight 2 lbs.

35MM Envoy Tank $5.75

The simplest, the most economical, the most advanced tank made! Requires but 4 oz. solution, yet accommodates full 36 exposure film (also color!). Apron-loading of film—fastest, most foolproof, reloading even while apron is wet. Built-in funnel on top, draining through center bottom opening. You'll marvel at the Envoy Tank's exclusive features—a real bargain at $5.75.

Free with Envoy Tank: Thermometer and four stainless steel filmclips.

Shipping Weight 1 lb.

Save $2.20 on the most popular Focusing Device for Enlargers

SEESHARP $1.00

A precision instrument that reproduces the exact focus that is on the easel. The image reflected in the Seesharp is far brighter than the corresponding image on the easel, because the Seesharp mirror reflects much more light! Brilliant magnification makes critical focusing of normal negatives simple and positive. Seesharp is your only sure means for obtaining perfect focus from dense negatives or at great magnifications. Regularly $3.20. Postpaid $1.00.

FREE with Seesharp: Chess-United Magnifier, worth 75c. Helps examine negatives, in focusing, etc.

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CAMERA CLUBS

By WHIT HILLYER

Need 1,000 Slides a Month

American Red Cross and military hospital authorities can use 1,000 color slides per month for the entertainment and instruction of hospitalized war veterans. Make it a point to gather a collection of your slides at regular intervals for donation to this urgent cause. Send them to one of the following: J. Paul, P.O. Box 276, Linden, Ia.; or Karl Baumgaertel, 353—31st street, San Francisco, Calif.

Show Ready for Exchange

A 30-print show has been prepared for exchange by *Mississinewa Camera Club*. Details concerning schedules can be obtained from R. L. Modlin, 2506 S. Gallatin St., Marion, Ind.

New York Slides to Be Shown

Public showings of the slides accepted in *New York Color Slide Club's* third international salon are scheduled for the evenings of May 4 and May 7, at Central High School of Needle Trades, 225 W. 24th st., New York City. Projection starts at 8 p.m. promptly (or would "sharp" be better?), and the public is invited.

We Hear . . .

THAT *Kansas City Color Slide Club* in its first year as an organized group (1950) blossomed from a total of eight members to an average meeting attendance of 65. That's real progress.

And on the subject of color work, a year ago the University of Toronto Alumni Association felt it might be interesting to hold an exhibit of members' color slides on the occasion of annual alumni night. The alumni reacted enthusiastically, and this year's salon attracted nearly 400 slides. The activity is sponsored and conducted by *Colour Photographic Association of Canada*, and the indefatigable Sam Vogan was chairman this time.

New York Color Slide Club, Inc., has a pleasant and practical method for giving instruction to newer members. The latter are urged to bring half a dozen slides apiece to meeting well in advance of starting time. They find a committee of six more experienced colleagues awaiting them at the lightbox, where personal advice and suggestions of a helpful nature are passed out for the asking.

Smoky Mountain Movie Club (Asheville, N. C.) has been running a contest among its members for the purpose of procuring the best idea for a club leader strip. This would seem to be somewhat more effective than the usual custom of assigning such a project to a sub-committee.

New secretary of *Scranton Camera Club* is Mrs. Mildred B. Corey, who can be addressed at 322 N. Washington avenue, Scranton, Pa.

The special 35-mm night put on recently by *Harrisburg* (Pa.) *Camera Club* featured a talk and a print exhibit by member Vincent Marinaro, the general idea being "how to get the most from your 35-mm camera." I'm advised that Marinaro put his points across in no uncertain terms by means of some 20x30 glossy prints.

All of this takes me back to 1938-9, when a group of us called ourselves the *Photo Fifteen*, used nothing but 35-mm cameras, and did all our own processing with what closely approached surgical care and cleanliness. We mixed complex finegrain developers containing as many as 20 different ingredients (some of these formulas required isopropyl alcohol to keep the ingredients in solution?). We kept our working solutions, including wash water, within half a degree of the temperature specified, handled the negatives like gold leaf, and all that.

Well, Wallace Kirkland came to judge our prints one night. He gave us a stern lecture on how 35-mm negatives just couldn't produce a good blow-up, not knowing that we were all miniature addicts. Then he started using our own 11x14 prints as examples of what he meant by "big-negative" quality. Of course, Wallace was surprised when we put him hep, and he ate a goodly portion of crow. But he had something, at that. It takes infinite patience and care—and some acquired skill—to get sharp, spotless blow-up from 35-mm negatives. And if you don't watch out, these technical demands can become the tail that wags the dog, leaving too little time for the more creative aspects of picture-making.

This much should be said, however: Enlargements from 35-mm *can* be crisp and clean—and the painstaking habits formed in the mastery of miniature processing will be valuable to a photographer forever after.

So it's good to hear about a fellow-sesteric like Mr. Marinaro. Come over some time, Vince. Like to show you a 30-diameter enlargement that's as sharp as a needle. Developed the negative 28½ minutes at 70.6 F., in a finegrain soup some of us have been playing around with at the club. . . !

Popular Photography's Traveling Salons

THESE Salons are comprised of eye-catching, prize-winning prints from the POPULAR PHOTOGRAPHY contests. They represent some of the finest examples of contemporary photography with subject matter ranging from the dramatic and human interest to serene landscapes. So great has been the public's acceptance of these exhibits that attendance has been estimated at over one and one-half million during 1950 alone.

April 7-21

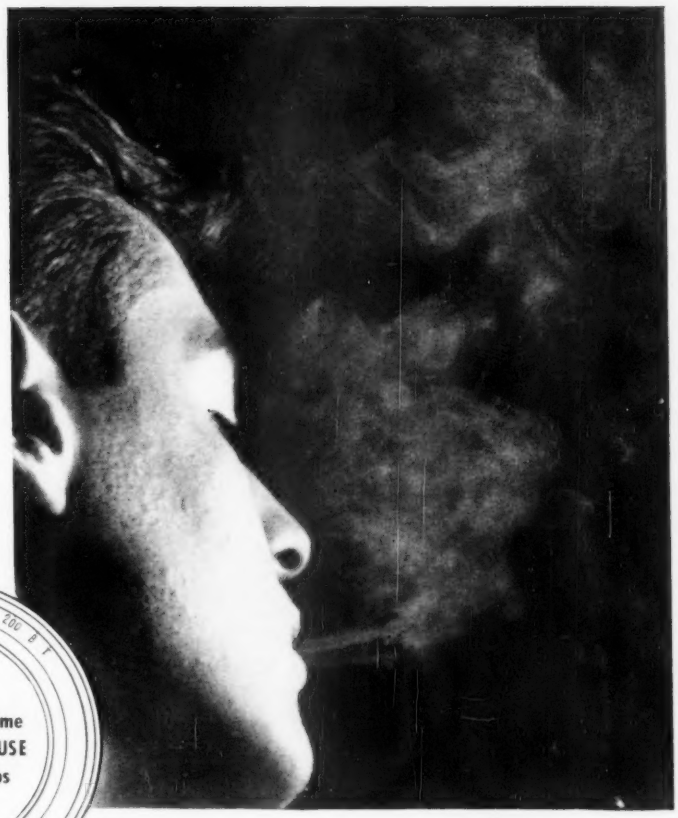
ARIZONA, Yuma—(Yuma Union High School): Second Salon.
CALIFORNIA, San Francisco—(California School of Fine Arts): Sixth Salon.
IDAHO, Twin Falls—(Twin Falls Camera Club): Fourth Salon.
KANSAS, Dodge City—(Sunflower Camera Club): Fourth Salon.
MASSACHUSETTS, Cambridge—Massachusetts Institute of Technology (MIT Photographic Service): Sixth Salon, April 16-30.
MASSACHUSETTS, Ludlow—(Ludlow Community Center) Ludlow Lensfans Camera Club: Fourth Salon.
MINNESOTA, Minneapolis—Central YMCA (Central YMCA Camera Club): Sixth Salon.
OHIO, Cleveland—(Cleveland Engineering Society): Fifth Salon.
OHIO, Dayton—(Paul Burkhardt Studio): Fifth Salon.
OHIO, Hamilton—The Champion Paper & Fibre Co. (Champion Shutterbug Club): Fifth Salon.
OHIO, Rock Creek—(Rock Creek Local Schools): Third Salon.
OKLAHOMA, Muskogee—(Clarkes Book & Camera Shop) Muskogee Camera Club: First Salon.
PENNSYLVANIA, Brackenridge — (Allegheny Valley Camera Club): Third Salon.
PENNSYLVANIA, Lewistown—(Mifflin County Camera Club): Second Salon.
PENNSYLVANIA, Williamsport—Williamsport High School (Williamsport Camera Club): Fourth Salon.
WISCONSIN, Superior—(Superior State College): First Salon.

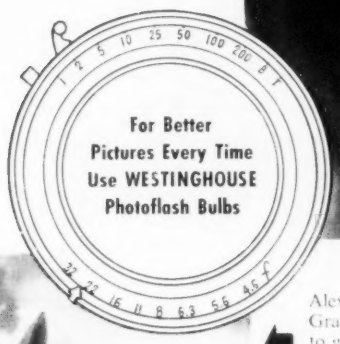
May 5-19

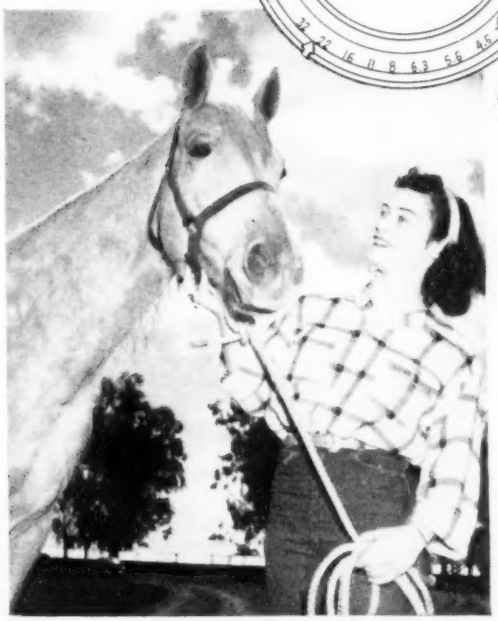
CALIFORNIA, Modesto—McHenry Library (Modesto Camera Club): Fourth Salon.
MASSACHUSETTS, Greenfield—Greenfield Public Library (Franklin County Camera Club): Fourth Salon.
MICHIGAN, Jackson—YMCA Building (Jackson Camera Club): First Salon.
MISSOURI, Columbia—University of Missouri (Walter Williams Hall): Sixth Salon.
MISSOURI, St. Louis—(Lens Art Camera Club): Fourth Salon.
MISSOURI, St. Louis—(Stix, Baer & Fuller): Sixth Salon May 23-31.
NEW JERSEY, Englewood—(Englewood Camera Club): Second Salon.
NEW JERSEY, Irvington—Municipal Building (Irvington Camera Club): Third Salon.
NORTH DAKOTA—(Fargo Camera Club): First Salon.
NEW YORK, Buffalo—Student Union (Univ. of Buffalo Camera Club): Fourth Salon.
NEW YORK, Shortsville—(Twin Cities Camera Club): Fifth Salon.
OHIO, Lima—(Mack Camera Store): Third Salon.
OHIO, Tiffin—Saygers Camera Studio (Tiffin Camera Club): Fifth Salon.
OHIO, Youngstown—Butler Art Institute (Youngstown Photographic Society): Fifth Salon.
WASHINGTON, Seattle—(West Seattle High School): Second Salon May 23-June 5.
WASHINGTON, Yakima—The Larson Museum and Art Gallery (Yakima Camera Club): Second Salon.
WISCONSIN, Oshkosh—(Oshkosh Public Museum): Sixth Salon.

You too can make

WINNING CONTEST PICTURES







Alex Vierheller used his Speed Graphic set at F.22 at a 200th to get this outdoor shot, used one #22 bulb to reduce shadows.

Mary Mason got a dramatic shot with her Crown Graphic at F.16 and a 200th. One #22 bulb was aimed at face.

Two types of lighting were used to get these strikingly different pictures, first- and second-prize winners in the 1950 Westinghouse Photoflash Contest. Mary Mason, first-prize winner, used her light to get dramatic shadows and to show the smoke clearly. Alex Vierheller, second-prize winner, used his lighting to reduce shadows, emphasize details, and heighten his composition. The bulb distance was sufficient to avoid darkening the sky.

Close technical control of *all* elements is vital for prize-winning pictures. With Westinghouse bulbs, you are fully certain of your lighting control in all phases of photography.

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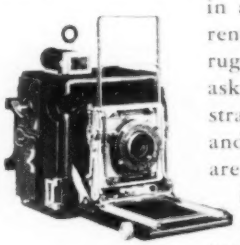
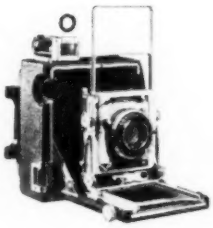
For your photographic outfit of tomorrow, *today*, in a camera that is world-renowned for dependability, ruggedness, and versatility, ask your dealer to demonstrate the Pacemaker Speed and Crown Graphic. These are the all-purpose cameras favored by so many professionals, advanced amateurs, and news cameramen. Every Speed and Crown Graphic boasts all the features of the Century, and many more . . . and all take the wonderful accessories shown here. There's a size and a price to suit everyone in the superb Pacemaker line! See your dealer today!





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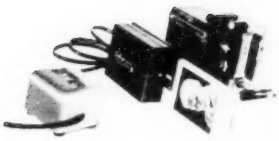

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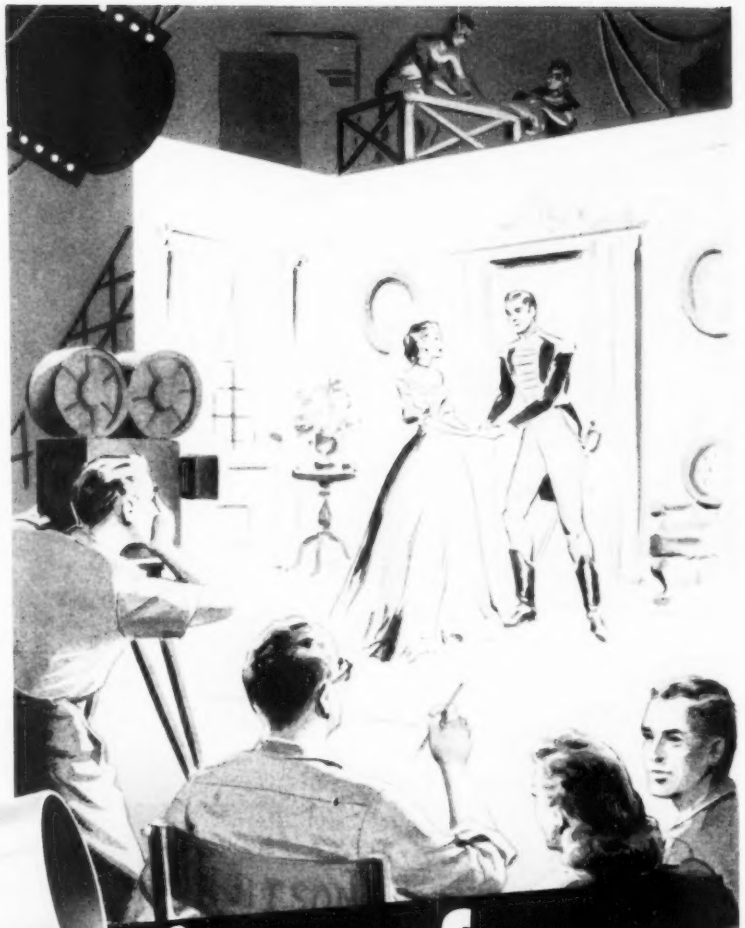

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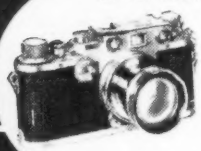

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ARGUS 21, cf3.5*, Markfinder	59.50	39.95
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BANTAM FLASH Kodak, cf4.5*	57.50	37.50
BANTAM Kodak, f4.5		24.95
BANTAM SPC'L Kodak, f2, RF		99.50
BOLSEY B, cf3.2, RF	61.50	39.50
BOLSEY B2, cf3.2*, RF	73.50	49.50
CONTESSA 35, cf2.8* Zeiss Tessar, RF, blt-in exp. mtr.	195.00	132.50
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SUPER NETTEL Zeiss, f3.5, RF		69.50
TENAX II Zeiss, f2.8, RF		99.50
VITO Voigtl, cf3.5		27.50

Average Shipping Weight 5 lbs.

LEICA AND CONTAX

NOTE: All cameras listed have double exposure prevention, the shutter is cocked automatically when film is advanced for next exposure.

	New	Used
LEICA C, f3.5 Elmar		59.50
LEICA D, f3.5 Elmar, RF		79.50
LEICA F, f3.5 Elmar, RF		99.50
LEICA Ic, cf3.5 Elmar	127.70	
LEICA IIc, cf2 Summitar, RF	276.50	159.50
LEICA IIIc, cf3.5 Elmar, RF	259.00	139.50
LEICA IIIc, cf2 Summitar, RF	350.00	224.00
LEICA IIIF, cf3.5 Elmar, RF*	280.00	
LEICA IIIF, cf2 Summitar, RF*	385.00	
LEICA IIIF, cf1.5 Summarit, RF*	472.50	
CONTAX I, f3.5 Tessar, RF		69.50
CONTAX I, f2 Sonnar, RF		89.50
CONTAX II, f2.8 Tessar, RF		129.50
CONTAX II, f2 Sonnar, RF		139.50
CONTAX III, f2 Sonnar, RF		169.50
CONTAX IIA, cf3.5 Tessar, RF*	308.00	
CONTAX IIA, cf2 Sonnar, RF*	405.00	275.00

Average Shipping Weight 5 lbs.

LEICA ACCESSORIES

	New	Used
28mm cf6.3 Hektor wide angl.	112.00	78.50
35mm f3.5 Elmar wide angle		59.50
35mm cf3.5 Summaron w. ang.	123.20	89.50
73mm f1.9 Hektor telephoto		99.50
85mm cf1.5 Summarex tele	472.50	
90mm cf4.5 Wollensak tele	115.50	49.50
90mm cf4 Elmar tele, chrome	133.00	94.50
135mm cf4.5 Hektor tele	175.00	109.50
IMARECT Finder 35mm-135mm	49.00	37.50
FOCASLIDE Copy Attachment (state camera serial number)	45.88	29.50
OMNICA DeLuxe Fitted Case for Leica, Lenses, Accessories	60.00	

Average Shipping Weight 3 lbs.

CONTAX ACCESSORIES

	New	Used
28mm f8 Tessar extreme angle		69.50
35mm f2.8 Biogon wide angle		119.50
85mm f4 Triotar telephoto		69.50
85mm f2 Sonnar telephoto		159.50
135mm f4 Sonnar telephoto		99.50
Contax Universal Finder		49.50
Contameter 3-lens close-focus set with rangefinder		59.50
OMNICA DeLuxe Fitted Case for Contax, Lenses, Acces.	60.00	

Average Shipping Weight 3 lbs.

TWIN LENS REFLEX

	New	Used
ANSCO REFLEX, cf3.5*		139.50
ARGOFLEX E, cf4.5 Anst		29.50
ARGOFLEX EF, cf4.5*, case	66.50	44.50
CIROFLEX C, cf3.5 Rapax	99.45	59.50
CIROFLEX D, cf3.5* Alphax	89.50	69.50
CIROFLEX E, cf3.5* Rapax	119.70	89.50
Kodak DUAFLEX, f8*	21.95	14.95
Kodak REFLEX, cf3.5		69.50
Kodak REFLEX II, cf3.5*, case	155.00	109.50
ROLLEICORD, f3.5		69.50
ROLLEICORD IIa, cf3.5 Zeiss		89.50
ROLLEICORD IIb, cf3.5* Xenar		99.50
ROLLEICORD III, cf3.5* Xenar, semi-automatic	129.50	
AUTO ROLLEIFLEX, f3.5 Tessar		149.50
AUTO ROLLEIFLEX II, cf3.5 Schneider Xenar		169.50
AUTO ROLLEIFLEX — Latest, cf3.5* Zeiss Tessar	260.00	189.50
AUTO ROLLEIFLEX — Latest, cf3.5* Schneider Xenar	220.00	
AUTO ROLLEIFLEX — Latest, cf2.8* Zeiss Tessar	310.00	
Voigtl SUPERB, f3.5 Skopar		69.50
Zeiss IKOFLEX I, cf3.5 Zeiss		79.50
Zeiss IKOFLEX IIa — Latest, cf3.5* Tessar	164.00	119.50
Zeiss IKOFLEX III, f2.8 Tessar		149.50

Average Shipping Weight 6 lbs.

SINGLE LENS REFLEX

	New	Used
EXAKTA B (1271), f2.9		59.50
KINE EXAKTA 35, f3.5 Tessar		89.50
KINE EXAKTA II, cf3.5* Tessar	134.50	
KINE EXAKTA II, cf2* Biotar	179.50	
KINE EXAKTA V, cf3.5* Tessar	199.50	
KINE EXAKTA V, cf2* Biotar	313.75	207.50
National GRAFLEX, f3.5		44.50
PRAKTIFLEX II, cf2 Biotar, case	99.50	
2¼x3¼ GRAFLEX B, RB, f4.5		49.50
2¼x3¼ GRAFLEX B, RB, cf4.5 Kodak Ektar	129.50	69.50
3¼x4¼ GRAFLEX B, f4.5 Kodak		39.50
3¼x4¼ GRAFLEX B, RB, f4.5 Kodak Anastigmat		49.50
3¼x4¼ GRAFLEX C, RB, f4.5 Bausch & Lomb Tessar		69.50
3¼x4¼ GRAFLEX C, RB, f4.5 Kodak Anastigmat		59.50
3¼x4¼ GRAFLEX D, RB, f4.5		69.50
3¼x4¼ SUPER D GRAFLEX, RB, cf4.5* Kodak Ektar	239.00	149.50
4x5 GRAFLEX B, RB, f4.5 Kdk		69.50
4x5 GRAFLEX B, RB, f4.5 B. L.		74.50
4x5 GRAFLEX D, RB, f4.5 Kodak		69.50
4x5 SUPER D GRAFLEX, RB, cf5.6* Kodak Ektar	259.00	169.50

Average Shipping Weight 6 lbs.

SLIDE PROJECTORS

	New	Used
ARGUS 2x2, 100 Watt	27.95	16.95
ARGUS 2x2, 200 Watt	34.95	21.95
B&H SLIDEMASTER 2x2, 1000W	264.00	209.00
B&H DUOMASTER 2x2, 750W	86.45	69.50
Golde REFLEX 2¼x2¼, 300W blower-cooled	74.98	49.95
Golde MASTER 3¼x4, 500W	71.75	47.50
KODASLIDE 2x2, 100W		18.95
KODASLIDE 2x2, 150W		32.50
KODASLIDE MERIT 2x2, 150W	24.50	
KODASLIDE TABLE VIEWER	95.00	69.50
KODASLIDE TABLE VIEWER 4X	47.50	34.95
LA BELLE AUTOMATIC 2x2, 500W, with blower	91.35	59.50
SKAN 2x2, 200W blwr cooled	37.50	24.50
SVE AAA 2x2, 300W	77.50	49.50
VIEWLEX AP-3 2x2, 150W		19.95
VIEWLEX AP-5 2¼x2¼, 150W	54.95	39.50
VIEWLEX V-33 2x2, 300W, blr	54.75	

Average Shipping Weight 10 lbs.

EXPOSURE METERS

	New	Used
CHRONOS featherweight	24.95	16.95
DeJUR 5B	15.50	8.95
GE DW-58		14.95
GE DW-68, ASA, latest	24.50	16.95
GE PR-1 DeLuxe	32.50	19.95
LEICA Meter, clip-on super		
NORWOOD DIRECTOR	35.00	
sensitive, case	28.00	
WESTON II Universal	32.50	19.95
WESTON II Cine Model	32.50	19.95

Average Shipping Weight 3 lbs.

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AUTOMATIC ROLLEIFLEX

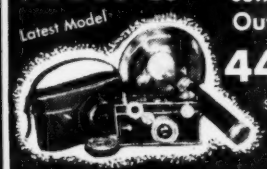
with Built-in FLASH SYNCHRONIZATION and Factory Coated Lenses

f2.8 Shipped **310.00** Postpaid — f3.5 **220.00**

ARGUS C3

35mm Outfit

Latest Model



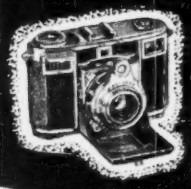
44.50 used

Shp. wt. 7 lbs.

- f3.5 Coated Lens
- Coupled Rangefinder
- SYNCHRO FLASHGUN
- EVEREADY CASE

SAVE $62.50 FLASH SYNCHRONIZED

Zeiss IKON **CONTESSA 35**



132.50 used

List $195.00

- f2.8 Zeiss TESSAR T coated Lens
- Coupled Rangefinder
- Built-in Exposure Meter

Shpg. wt. 5 lbs.

BOLEX "DeLuxe" H16

with OCTAMETER and Eye-Level Focus Finder

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and your present Bolex H16*. No lenses supplied with the camera. You keep your own lenses. Other cameras taken in trade at comparably generous allowances. *Subject to inspection

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CONTAX IIA

299.50 (used)

- f1.5 Zeiss SONNAR Lens
- Coupled Rangefinder

If New $476.00

Shpg. wt. 6 lbs.

SAVE $106.25

Latest 1951 Model

KINE EXAKTA V

35mm Single Lens Reflex

207.50 (used)

- f2 Zeiss BIOTAR T coated Lens in CHROME Mount
- Built-in Flash Synch.
- Interchangeable Finder
- Speeds 12 sec. to 1 1000th
- GENUINE LEATHER EVEREADY CASE

List $313.75

Shpg. wt. 5 lbs.

ROLL FILM CAMERAS

	New	Used
Agfa ISOLETTE, 2¼x2¼, f4.5		24.50
Ansco SPEEDEX, 2¼x2¼, f4.5		29.50
Ansco TITAN, 2¼x2¼, cf4.5*	69.50	39.50
Kodak DUO-620, f3.5, RF		69.50
Kodak MEDALIST, f3.5, RF		99.50
Kodak MEDALIST II, cf3.5*, RF	312.50	179.50
Kodak MONITOR 620, f4.5		39.50
Kodak SENIOR 616, f4.5		34.50
Kodak TOURIST, f8.8*	38.50	27.50
Kodak TOURIST, f6.3*	47.50	32.50
Kodak TOURIST, cf4.5*	71.00	49.50
Kodak TOURIST 800, cf4.5*	95.00	69.50
Kodak TOURIST, Kodet*	24.50	14.95
Kodak VIGILANT, f6.3		24.50
Kodak VIGILANT, f4.5		29.50
POLAROID 1-Minute-Camera	89.75	64.50
Voigt BESSA 66, f3.5		39.50
Voigt BESSA, 2¼x2¼, cf3.5*	64.50	39.95
Voigt RANGEFINDER BESSA, 2¼x3¼, f3.5		59.50
Zeiss IKONTA B, 2¼x2¼, f3.5		42.50
Zeiss IKONTA B, 2¼x2¼, cf3.5* Tessar	99.00	
SUPER IKONTA A, Special, 3.5 Zeiss Tessar, RF		89.50
SUPER IKONTA B, f2.8 Tess, RF		99.50
SUPER IKONTA B, cf2.8* Tessar, RF	232.00	159.50
SUPER IKONTA BX, f2.8, RF, built-in exposure meter		129.50

Average Shipping Weight 5 lbs.

Used PRESS CAMERAS

2¼x3¼ BUSCH PRESS, f4.5 Ektar	69.50
2¼x3¼ CENTURY GRAPHIC, f4.5 ctd. synchronized flash shutter	74.50
2¼x3¼ Pacemaker CROWN GRAPHIC, ctd. f4.5	129.50
2¼x3¼ Pacemaker CROWN GRAPHIC, f3.7 Ektar, Kalart, R.F.	149.50
2¼x3¼ Pacemaker SPEED GRAPHIC, ctd. f4.5 Ektar, Flash Supermatic	179.50
3¼x4¼ SPEED GRAPHIC, f4.5	59.50
4x5 MERIDIAN, f4.5, Ilex, Kalart rangefinder, flash shutter	149.50
4x5 SPEED GRAPHIC, 7½", f4.5 B&L	59.50
4x5 SPEED GRAPHIC, f4.5, Kalart rangefinder, synchronizer	139.50
9x12 LINHOF TECHNIKA III, 3¼x4¼" Graflex back, 6" f4.5 Coated Steinheil, Compur	149.50

Average Shipping Weight 12 lbs.

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Complete — Ready To Use — No Extras

Dormitzer M100 Professional	233.40
Dormitzer M107 Synctron	123.94
Heiland Strobonar I, A.C.	97.75
Heiland Strobonar I, A.C.-D.C.	147.75
Powell Repeater Flash, A.C.	97.00
Powell Repeater Flash, A.C.-D.C.	121.00

Shipped Postpaid

8mm MOVIE CAMERAS

	New	Used
B&H COMPANION, cf3.5	99.95	44.50
B&H SPORTSTER, cf1.9	139.95	89.50
B&H TRI-LENS, turret, cf2.5	149.95	99.50
B&H AUTO-8 MAGAZINE, cf1.9, 1½" f3.5 foc. lenses	284.15	179.50
BOLEX H-8, 3-lens turret, ½" f1.9 lens	314.00	169.50
CINE KODAK B-25, f2.7		37.50
CINE KODAK B Mag., cf1.9	147.50	99.50
CINE KODAK B Mag., cf2.7	127.50	89.50
CINE KODAK RELIANT, cf2.7	79.00	54.50
CINE KODAK BROWNIE, cf2.7	47.50	
DeJUR CITATION, cf2.5	79.50	47.95
KEYSTONE K-8, f2.5		29.95
KEYSTONE K-36, cf1.9	79.50	49.95
KEYSTONE Magazine, cf2.5	109.50	69.95
Keystone OLYMPIC, cf2.5	79.50	49.95
Revere 55, cf2.8	69.50	44.50
Revere RANGER, cf1.9	99.50	59.50
Revere 88, f2.5	72.50	44.50
Revere 99, 3-lens turret f1.9		79.50
Revere B-61, Mag, cf1.9, latest	137.50	
Revere B-63 Magazine, 3-lens turret, cf2.5	142.50	

Average Shipping Weight 6 lbs.

8mm MOVIE PROJECTORS

	New	Used
B&H FILMOMASTER, 400W		99.50
B&H PICTUREMASTER 750W	235.00	174.50
B&H REGENT, 500W	159.95	99.50
BOLEX M-8, 500W	167.25	119.50
DeJUR "750", 750W	149.50	89.50
DeJUR "1000", 750W	167.50	99.50
KEYSTONE K-108, 750W	129.50	84.50
KEYSTONE R8, 500W	84.50	49.50
KODASCOPE B-33, 500W	65.00	49.50
REVERE 85, 500W, case	114.50	74.50
REVERE DELUXE 90, 750W, case	144.50	84.50

Average Shipping Weight 30 lbs.

ENLARGERS

	New	Used
DeJUR Professional, 4x5, f4.5 lens, condenser	159.50	129.50
DeJUR Versatile I, up to 2¼x3¼, f4.5, condenser	139.50	89.50
DeJUR Versatile II, up to 3¼x3¼, f4.5, condenser	109.50	69.50
ELWOOD 5-2, 5x7	79.40	54.50
ELWOOD SP-25, 5x7	137.67	
ELWOOD SP-25, 5x7, 8" cond	192.50	
FEDERAL 135, 35mm, f4.5, cond	55.90	39.50
FEDERAL 269, 2¼x3¼, f6.3	44.50	29.95
Simmon OMEGAB, 2¼x2¼, f4.5		59.50
Simmon OMEGA D2, 4x5	196.58	
SOLAR 120, 2¼x3¼, f4.5, cond	93.50	49.50

Average Shipping Weight 50 lbs.

All items offered subject to prior Sale! Add estimated shipping costs; we'll refund every penny not used. If you prefer C.O.D. please send 10% deposit with your order.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

16mm MOVIE CAMERAS

	New	Used
B&H FILMO 70D, f3.5 Cooke		119.50
B&H FILMO 70DA, 3-lens, f1.9, 2", f3.5, 12mm f2.7		261.50
B&H AUTOLOAD, Mag., f1.9	214.95	119.50
B&H AUTOMASTER, Magazine, 3-lens turret, f1.9	274.95	179.50
BOLEX H-16, latest, cf1.9	379.50	229.00
CINE KODAK K, f1.9		89.50
CINE KODAK MAGAZINE, f1.9		99.50
CINE KODAK ROYAL, Magazine, cf1.9	192.50	
KEYSTONE A7, f2.5 (7 speed)		49.50
KEYSTONE A12, turret, cf1.9	148.00	89.50
KEYSTONE K-50, Mag, cf2.5	129.50	79.50
REVERE MAGAZINE, cf1.9	182.50	119.50

Average Shipping Weight 12 lbs.

16mm SILENT PROJECTORS

	New	Used
B&H DIPLOMAT, 750W	271.95	159.50
B&H SHOWMASTER, 2000 ft	285.95	189.50
BOLEX G, 8 & 16mm, 750W	331.00	199.50
KEYSTONE A-74, 500W		34.50
KEYSTONE K-160, 750W	129.50	79.50
KODASCOPE 16-10, 750W	135.00	84.50
KODASCOPE 16-20, 750W		129.50
REVERE 48, 750W	167.50	99.50

Average Shipping Weight 40 lbs.

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KODAK COLOR HANDBOOK, 248 pages of authentic information and guidance for color photography	3.60

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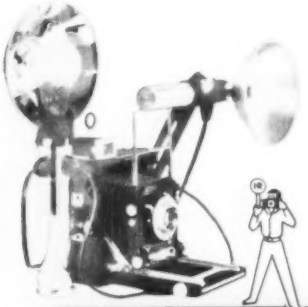
Photo below shows how the SYNCHRO-MITE can be attached to the side tripod socket of press cameras for use as an efficient, inexpensive side-lighting unit.



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TOOLS & TECHNIQUES

By NORMAN C. LIPTON

A round-up of recent developments and significant trends

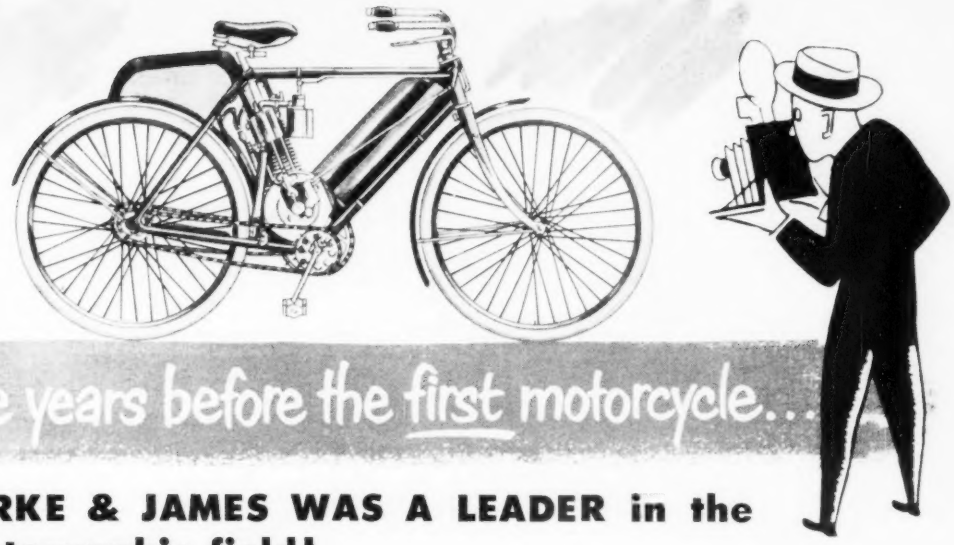
One-Minute "I.D." Pictures. A new personnel identification camera based on the Land "one-step" process is the result of recent collaboration between the Polaroid and the Fairchild Camera and Instrument Corporations. The unit produces 32 close-up pictures on standard 8-exposure rolls of Polaroid-Land Film. This is made possible by a beam-splitting device and a two-position lens mounting mechanism. Exposures are made in pairs, the camera being shifted vertically for each pair. The camera comes with an 84-mm Wollensak *f*/5.0 anastigmat lens with iris diaphragm, mounted in a heavy-duty No. 2 Betax shutter. The complete equipment, which can be carried in a pair of fitted cases weighing 40 pounds, includes a set of four lights in a bracket, an elevator-type camera stand, and a telescoping position-bar to place the subject at the proper distance from the camera for close-ups of different dimensions. Principal use envisioned by the two collaborating companies is for quick, certain identification and registry of visitors and new employees at defense plants and other restricted areas. "Blind" temporary passes and their attendant risk are no longer necessary since the finished prints may be removed from the back of the camera 40 seconds after the second pair of exposures and immediately attached to badges and duplicate application forms.

"Foto-Roll 600" is an accessory rollfilm back that can be fitted to a wide variety of view and press cameras and to some Graflexes $3^1/_4$x$4^1/_4$ and larger. It permits hundreds of exposures to be made on 100-foot rolls of 70-mm unperforated film without reloading, pulling slides, or changing film holders. Made by Gundlach of Fairport, N. Y., this unique film magazine comes in two models: one making from 500 to 600, $1^3/_4$x$2^1/_4$-inch pictures and the other from 325 to 350, $2^1/_4$x$3^1/_4$-inch pictures. Both models are priced at $81, tax included, and in the few instances where special fittings are required there is an additional charge of about $10. Eastman sells 100-foot rolls of film fitting the Foto-Roll 600 in three types: Super-XX, Plus-X, and Panatomic-X, and the price is in the neighborhood of $13 a roll. The advantages of this type of accessory for catalog photography, yearbooks, identification work and other mass production operations are quite obvious. The operator can keep track of the film consumption on an external exposure counter, while the exposed film can be removed from the magazine for processing whenever desired. Write the manufacturer for specific fitting details.

Television studio lighting requirements are being revised constantly downward as increasingly sensitive "pickup" tubes are perfected. A TV camera fitted with RCA's late-model Type 5820 image orthicon tube is as much as 16 times more sensitive than a motion picture camera loaded with fast panchromatic film rated at 80 ASA. Since the "5820" made its first appearance late in 1949, the emphasis in TV studio lighting has been away from massive banks of low-heat fluorescent tubes and in the direction of incandescent sources which can be diffused or concentrated, elevated or lowered, dimmed or quickly doused—at will. The new lighting freedoms realized in TV practice since the new RCA tube arrived are described in a paper by H. M. Gurin of NBC, *Lighting Methods for Television Studios*, in the December 1950 *Journal of the SMPTE*. Fascinating to the practicing photographer is a table in this paper which lists TV camera lens openings needed to produce a picture of good technical quality at different incident light intensities. With a mere 2 to 4 foot candles of light, an opening of *f*/1.9 produces a good TV picture. Studios are normally illuminated so that anywhere from 12 to 65 foot candles of light reach the scene, calling for lens apertures of *f*/5.6 to *f*/8.

Corfield Exposure Meter. Among the sundry items of post-World War II equipment now trickling in from Great Britain is a novel extinction-type exposure meter manufactured by K. G. Corfield of Wolverhampton. This small optical instrument has an acceptance angle of only 5 degrees of arc and is designed to place the exposure on the straight-line portion of the film's characteristic curve where "pinpoint" readings are made of the deepest shadow areas of the photographic subject. Brightnesses over a range of 500,000 to 1 can be measured by this shadow "probing" system. When the light is so faint that shadows can't be measured the meter can be directed at the brightest highlight area of the scene and the resultant exposure time multiplied by 60. The extreme measurement limit is for a scene requiring 1 minute at *f*/8 on very fast film. Naturally, reciprocity failure must also be taken into account. Eye adaptation is reduced to 10 seconds, except for unusual conditions, by variations in the brightness of the stimulating field as well as of the "disappearing" field against which it is compared. Exposure readings are taken from a movable dial on the outside of the metal alloy housing of the instrument. It is imported by Drew West, 140 Nassau St., New York, and priced at $4.98.

Odds and Ends. Flash-lamp bases are again coming out with a soft "tinless" solder—as in World War II days. To assure electrical contact, users are urged to rub the solder against sandpaper or emery cloth just before inserting the lamp in the flashgun socket. In any case, the base should not be moistened.—▶



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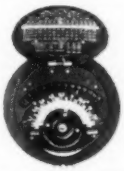

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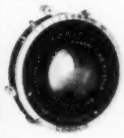

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	f4.7 Ektar 5	333.00	288.00
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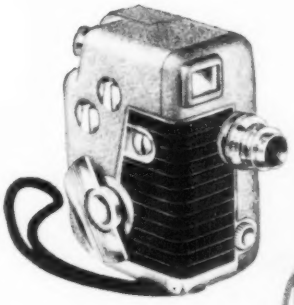

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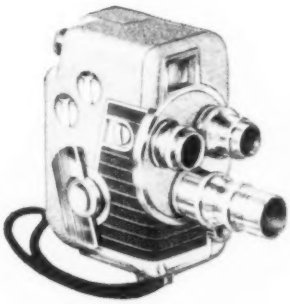

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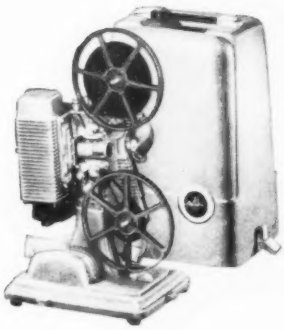

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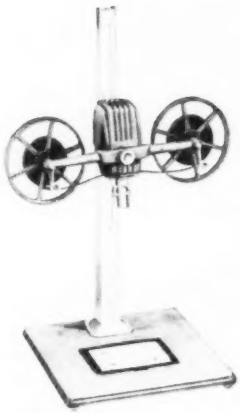

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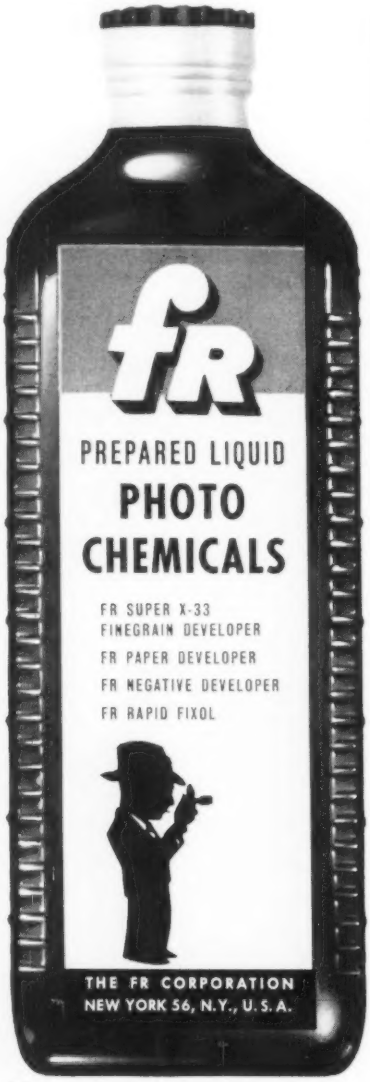


CANDID SHOTS

by the Editor

BRINGING you the long established and widely followed Directory of Photographic Equipment in this big May issue is a decided pleasure. It has been revised and brought up to date so you can get information on many new and currently available items—cameras, exposure meters, projectors, enlargers, and other equipment. Also included are listings of major picture-taking accessories and supplies. An index of the full contents will be found on page 79.

POPULAR PHOTOGRAPHY's Directory has long been accepted as the most valuable reference of its kind. Amateurs, professionals, and dealers everywhere depend on its listings for accurate information. You will find it a ready source for facts about equipment and supplies you may want to purchase, so keep your copy handy. Once again we gratefully acknowledge the fine co-operation of the manufacturers and distributors who provided us with information from which the Directory listings were prepared. Incidentally, their addresses are included for the benefit of those who may have occasion to write for further data, specifications, prices, etc.

APPARENTLY a good many readers were awaiting word about the 1951 POPULAR PHOTOGRAPHY Picture Contest, for the announcement made in the April issue brought an immediate response in the form of color and black-and-white entries. This exciting competition is off to a good start, so be sure to take advantage of this opportunity to win one or more big prizes plus wide recognition for your picture-taking ability.

The contest is open to camera owners throughout the world, and the judges will be looking for new ideas, interesting subject matter, story-telling pictures! Almost every photographer has some shots he considers among his best, so pick out yours and send 'em in. You'll find full details, entry form, and contest rules on page 140. To facilitate handling of their shipments, foreign entrants are requested to include with their prints and transparencies a list of the titles of their pictures. It may be placed on top of the material inside the package.

The contest closes July 14, so get out those good shots and send them in. You may have a top winner among them!

HERE are some items of interest received too late to be included elsewhere in this issue:

A group known as the Photographer's Exhibit Society of Cleveland, Inc., has been formed for the purpose of bringing to this city worthwhile photographic shows. Headed by David Darvas, the new Society will sponsor the First Cleveland International Salon of Photography, to be held in September.

A Foto Festival will be held in San Francisco May 20 to 27. The program will include events of interest to everyone who owns a camera. In addition to a salon and special events, there will be picture-taking opportunities at a baseball game, the Shrine Circus, night clubs, at the zoo, and on the Bay.

Interest in stereo photography across the country continues to gain momentum. Most recent news comes from Chicago, where a club has been formed to meet monthly at the Art Institute. New organizations in this field can perform a real service, providing fans with an opportunity to enjoy each other's slides, exchange ideas, and occasionally get some tips from the experts. Many existing camera clubs are adding stereo to their programs, just as color slide activities were introduced not so many years ago.

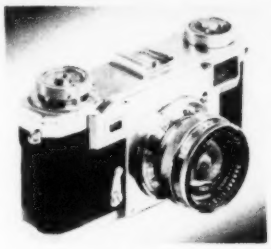
HOT TIP: It's spring, and time to give your camera a general cleaning and check-up in preparation for all the fine week-end and vacation shooting ahead!

Frank E. Fenner

THE MAY COVER ILLUSTRATION

This month's appealing cover illustration was reproduced from a 5x7 color transparency made by Al Cox, Jr., a professional industrial photographer who lives in Oak Park, Ill. The photographic equipment consisted of a 5x7 Deardorff camera, a 12-in. Kodak Ektar *f* 6.3 lens, and CC-05Y and CC-05R filters. Strobo Research speedlamps illuminated this studio setting. Exposure, on Kodak Ektachrome Daylight Type film, was made by opening the shutter, flashing the speedlamps, and then closing the shutter. The lens diaphragm was set at *f* 22. Helen Olsen is the pert model who posed for this fine open-flash color shot.

NEVER BEFORE



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Bolsey "B-2", F:3.2 ctd. RF	73.50	49.00
Bolsey "C" Reflex, RF	109.50	67.00
Contessa 35 Tess. 2.8 R. F. Syn.	193.00	134.00
Kodak 35 Rfdr. F:3.5	66.75	52.50
Kine Exakta I Tessar F:3.5	119.00	98.00
Kine Exakta V Biotar F:2	318.00	218.00
Biotar F:2, 5.8CM X, Kine	164.00	98.00
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Leica IIC F:2 ctd.	.....	138.00
Leica IIIC, Elmar F:3.5	259.00	138.00
Leica IIIC Summitar F:2	350.00	198.00
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35mm Elmar F:3.5 W.A.	96.00	64.50
35mm Summaron F:3.5 ctd. W.A	123.20	88.00
90mm Elmar F:4 ctd.	133.00	74.00
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35mm Biogon, F:2.8, W.A.	168.00	116.00
85mm Sonnar F:2	291.67	158.00
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Argoflex EF, F:4.5 ctd., case	$ 66.50	$42.50
Ciroflex, F:3.5 Alphax	76.98	46.50
Ciroflex, F:3.5 Rapax	99.45	62.50
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S, case	.....	212.00
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Super Ikonta C Tess 3.5 T Synch.	186.00	118.00
Super Ikonta B Tess. 2.8 T Synch.	232.00	138.00
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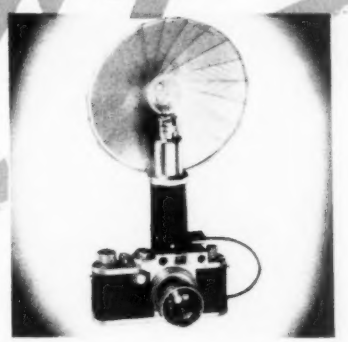
Voigt. Versa II, R.F. Skopar 3.5	115.00	72.00
Crown Graphic F:4 Scld. RF	219.00	128.00
Super Linhof IB RFDR	299.50	208.00
	NEW	USED



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DeJur 750W. case	149.50	89.00
Revere Mod. 85, 500W	99.50	63.00
Keystone K 160, 750 W.	129.50	84.00
B&H Filmosound 185C	469.50	296.00
Revere Sound	399.50	174.00

8mm CAMERAS

Bolex H-8, F:1.9	318.00	169.00
B&H Auto 8, F:2.5, Latest	139.50	85.50
DeJur Citation	79.50	49.00
Kodak Mag., 90, F:1.9	147.50	98.00
Revere Ranger F:2.5	72.50	47.00
Revere 77 Mag., F:2.5	99.50	58.00

16mm CAMERAS

B&H 70 DA Turret F:1.9	.....	$196.00
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Cine Special F:1.9	.....	385.00
Kodak Mag. F:1.9 ctd.	175.00	98.00
Movikon, Sonnar F:1.4, Rfdr.	.....	245.00

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TDC Mod. AI 2x2, 150W.	29.75	21.00
Golde Numatic 200W Blower.	64.66	43.50
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A Thrilling Experience—

Imitate the Masters

An expert shows how great paintings can help you to make better color photographs and improve your camera technique

By JERRY EHRLICH

Photographs by the author

EVERYONE interested in color photography would like to improve his knowledge of lighting, composition, mood, and color.

One of the most desirable ways of doing this is by simply letting the men who have painted the world's great masterpieces teach you. Remember, the work of these great artists has been accepted as tops for hundreds of years. Therefore, you won't have to waste time experimenting. You'll be working with the best possible source of reference material.

To take advantage of a famous painting, first determine what techniques were used to make it great. Once this half of the job is done, you can then let the picture act as a guide for producing a color transparency which will resemble to some degree the genuine masterpiece.

The accompanying pairs of illustrations demonstrate what I mean. The similarity between the three pictures I took and Raphael's "La Donna Velata," Ingres' "Mme Riviere," and Whistler's "The Little White Girl" is

The likeness between Raphael's "La Donna Velata," left, and the beautiful color portrait, right, is immediately obvious. When Ehrlich uses a masterpiece for reference, he does not try to duplicate exactly what the artist achieved on canvas. Rather than recreate each minute detail, he is content to capture the lighting effect and mood which the old master introduced into his painting, as shown here.

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"Mme Riviere," above, by Jean Auguste Dominique Ingres inspired the author to make the striking color photograph, left. Ehrlich took his shot on a bright afternoon using north daylight. Exposure was 1 second at f/8. Producing pictures which resemble famous paintings is one way in which the ambitious cameraman can learn finer points of lighting, composition, posing, mood, and color.

immediately obvious to the observer.

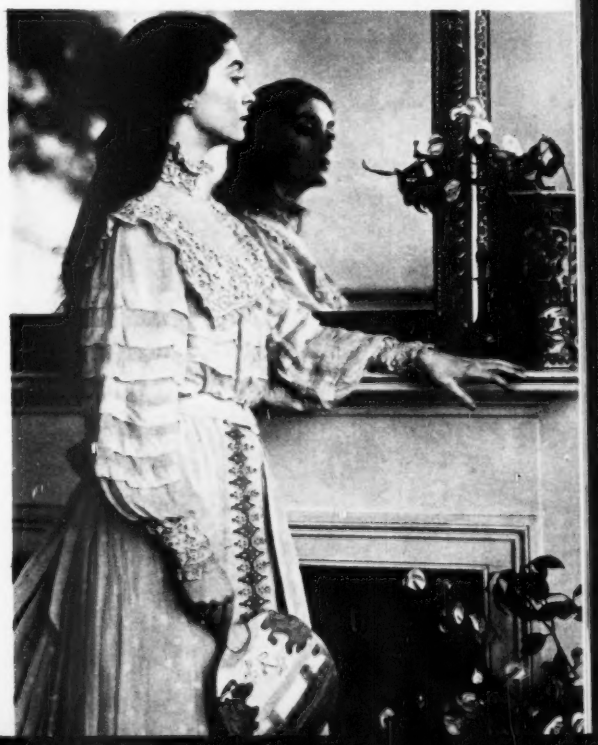
When making color shots, I do not strive to recreate detail for detail, and thus come up with duplicates of the masterpieces. Instead I try to capture the mood and flavor which these great artists so successfully introduced into their brushwork.

The idea of referring to famous paintings as a basic guide for producing better color photographs came from my many visits to the great museums in New York and, too, from leafing through books like *A Treasury of Art Masterpieces* published by Simon and Schuster, New York. Here I found paintings that later inspired me to shoot color photographs like the ones reproduced here.

Quite a few years passed while these thoughts developed in my mind, but it wasn't until I moved into the studio I now occupy on Central Park South in New York City that the challenge of working along the same lines as the old masters was brought into clear focus. Perhaps the finest feature of my studio is that it provides unrestricted north light—the kind of illumination which the great painters so often used for their portraits.

Up to this point the paintings I have chosen as models to follow are those which (*Continued on page* 196)

"The Little White Girl" has been reproduced in many art books. Ehrlich used it as a guide for the shot, lower right, shown here in black-and-white. Art volumes containing reproductions of paintings are readily available at reasonable prices. Amateurs will find these collections of masterpieces useful in their training to become better color photographers.



You *Don't* Need a Studio

Convert any room into a good workshop for picture making with a few simple changes. A professional who's done it tells you how

By HARRIET ARNOLD

IF only I had my own studio!" Most of us have sighed those words at some time or other during our photographic careers. Well, here's good news—with a little ingenuity you can make your dream come true. Let me show you how to become a quick-change artist and transform any room into a picture-making workshop. A few simple alterations do the trick, the cost is low, and the made-in-a-minute studio will serve you just as well as an expensive permanent setup.

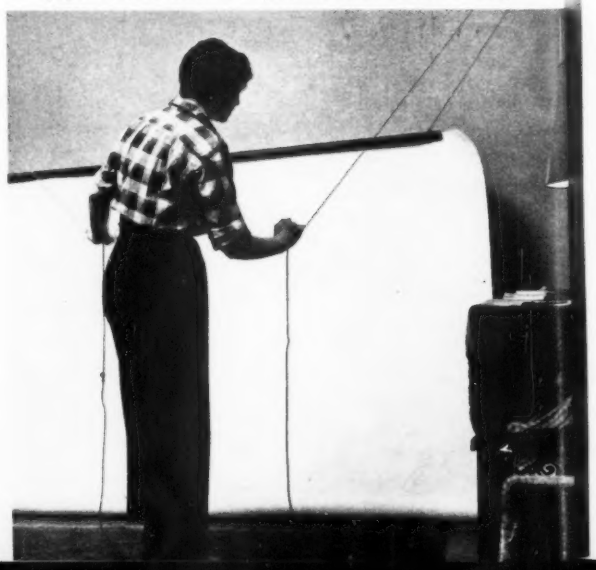
The pictures with this article were taken in my small apartment or on location in factories, hotels, and offices where no regular studio was available. I think they bear out my claim that an improvised workshop can give satisfactory results. So don't be discouraged by lack of space or money but learn to make the most of what's at hand. If you follow the suggestions given here you'll be able to set up a studio in your own home or wherever you go, and do it with a minimum of equipment, too. All you need are these basic items: a clear working area, a source of artificial light, a plain background, and something to photograph.

Any room will do if you can clear away the furniture from a corner or other area large enough to allow you ample working space. Just how much space you need depends on what the subject matter is; obviously a baby in a high chair won't require as much room as an adult posing for a full-length portrait. You might use part of a breakfast nook, a hallway, or an entire living room. For more space and less interference try a garage or basement. If light from outside bothers your work, close the blinds or hang blankets over the window.

To create those professional effects you've seen in magazines you'll need a simple, neutral background. Sometimes you may be lucky enough to find such a background right at hand; a blank wall of white or

Quick change from living room to studio begins when author clears a work space by moving her furniture against the wall.

Background is created from a roll of neutral color display paper which is fastened on pole and raised to desired height.



Author's apartment became a studio when she took this sparkling photo for *True Story* magazine. The conversion, simple enough for any amateur to make in his own home is shown step-by-step below.

Floodlamps, carefully placed to throw an interesting light, complete the setup for the picture above. Tony Ellis, beauty editor for *True Story*, arranges the props.

Closeup of ice-filled water pitcher, above, was made for *True Story* while the author was on location in a Pittsburgh factory. Notice how falling drops of water are "frozen" by flash from a speedlight unit.

Dressing room, right, becomes a temporary studio after background paper is fastened to a convenient pipe and lighting units are added.

gray plaster will do nicely, and so will floor-length drapes of unobtrusive material. But for a convenient, easy-to-carry, and inexpensive background I recommend seamless display paper. All the pictures shown here were made using this material as a background.

For less than 10 dollars at your nearest paper supply store you can get a 12-foot roll of display paper in either 9-foot or 7-foot widths. Some stores sell it by the yard, a handy arrangement when you want just a few feet of a special color. The rolls come in a wide variety of colors, but I advise plain white for best results on black-and-white film. You can hold the sheet of paper upright by tacking it to a wall molding or window frame, sticking it with adhesive tape to an over- (*Continued on page* 202)

Glamour lighting, in this fashion picture for *True Story*, comes from small floods and spots.

Full-length pictures can be made more effective if plain paper background is used as suggested in text. The illustration above also was made for *True Story*.

Nancy, the cute little girl at left, was photographed in a small office rented for only a few dollars a month.

Mortensen puts the final touches on his print, "Vanity in Rags."

Glamorize the Girl Friend

Whether she's your wife, sweetheart, or an attractive acquaintance, you can make her beautiful. This famed photographer and teacher gives you a short-cut method

By WILLIAM MORTENSEN
Illustrations by the Author

GLAMOUR is more than a high-priced product turned out by the big studios for advertising and publicity. In its pictorial sense it does not depend on the makeup artists, fashion wizards, professional models, 8x10 view cameras, props a la Hollywood, and other gadgets and specialists of a fabulous industry.

Genuine glamour, what I call "pictorial glamour," is within reach of every amateur no matter how modest his equipment. It can be created by a simple, common-sense formula which is easy to learn and apply in any home studio. The results often have more charm and carry as much impact as the highly artificial type.

For proof of this claim look at "Vanity in Rags." The subject was a nurse without training as a professional model; the props and accessories could be duplicated by almost anybody. Compare the "unglamorized" pictures of Sharon and Winifred with the final portraits to see how natural appeal can be enhanced by the simplest makeup, costume, and lighting. Certainly these models radiate glamour, yet they are average American girls with no plans for careers on screen, television, or magazine covers. Any one of them might be your wife, sweetheart, sister, an office receptionist, or the girl at the corner drugstore—girls you meet every day.

The pictorial glamour revealed by these models is not the result of gaudy trappings or flashy mannerisms. It is based on the inherent charm of the subjects themselves and has its roots in the provocative qualities which have characterized women since time began. These feminine qualities are elusive, perhaps, but they must be searched out and emphasized for truly glamorous results.

I believe that pictorial glamour is distinguished from the synthetic variety by one such feminine quality more than any other. That quality is "true van-

Vanity in Rags, shown right, glows with the natural charm typical of pictorial glamour. The attractive young nurse at left, without any training as a professional model, was the subject for Mortensen's study.

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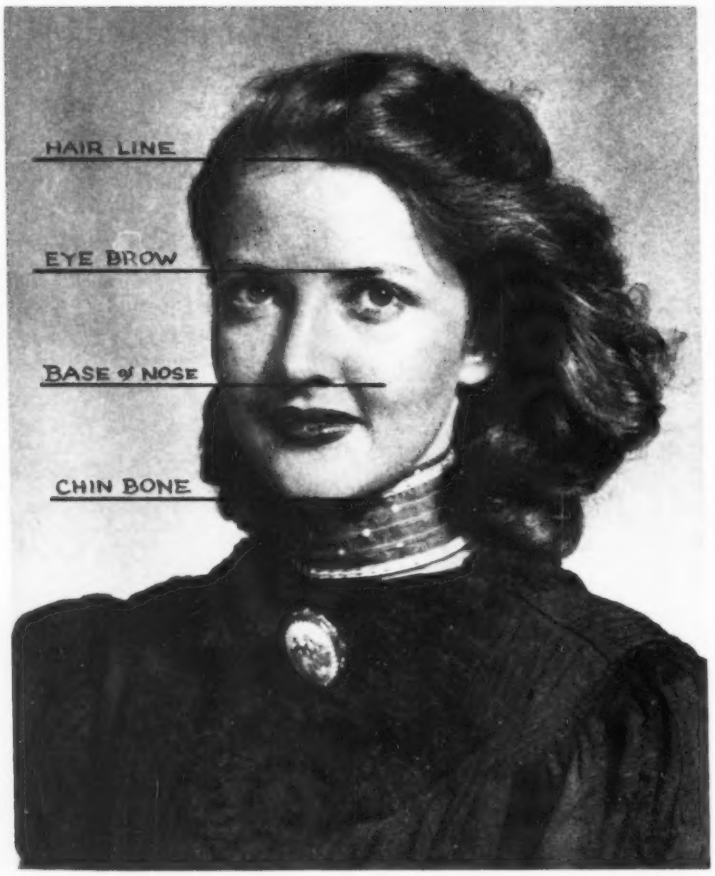

Ideal spacing of features for pictorial purposes is shown above. If a girl's face matches this plan the chances are she is photogenic and will make a good model for a glamour portrait. The face from hairline to chin bone is divided into three equal parts marked by eyebrow and base of nose. Corners of mouth lie directly under center of each eye. Space between eyes is the same as width of eye from corner to corner.

ity." Remember, there is a big difference between having *vanity* and *being vain*: vanity is a woman's desire to set herself off to the best of her ability, while being vain implies a desire to attract attention by an exaggerated display of ornaments and gestures. Without doubt, a picture which portrays true vanity is more pleasing than one which reflects only the mannerisms of a show-off.

With these points in mind let's get down to the concrete details of how to glamorize an attractive girl. There are three steps in the basic formula: 1) makeup, 2) costume, 3) posing. I'll explain these three essentials in order.

To understand the art of makeup you first must know what facial proportions are the most photogenic. An illustration included with this article shows the ideal spacing of features for pictorial purposes. The face from hairline to chin bone should be divided into three equal parts marked by the eyebrows and the base of the nose. When relaxed, the corners of the mouth should lie directly under the center of each eye. The space between the eyes should be the same as the width of each eye from corner to corner. Large orbits and an ample width of cheekbone also are desirable.

Given a subject with these basic proportions your job as makeup artist becomes relatively easy. If the model's skin is dry and her complexion light, dab a little cold cream on the raised portions of her face. Touch the areas nearest to your light source: tip of the nose, curve of the forehead, cheek bones, and point of the chin. This will create highlights and brighten adjacent halftone areas. Never use a heavy foundation of grease paint unless the model has freckles you want to hide.

You can slenderize a jaw line by applying brown grease paint and blending it into the cheek; this same brown also can be used to increase the depth of the orbit if there is a tendency of a bulge over the eye. Extend, arch, and taper off the eyebrows with a dark brown or black eyebrow pencil, and strengthen the lower lashes, frequently lost on blonde models, by adding a row of small dots. Because eyelashes photograph in clumps or groups never use a line to emphasize the lower lashes.

Lip makeup will help give your model a voluptuous look, but don't exaggerate mouth contours to a ridiculous extreme. The outline always is drawn first, then sometimes is left without filling in. If you use orthochromatic film (relatively "blind" to red), the lip makeup should be only slightly darker than flesh tones.

The way your model wears her hair is important. Extreme, highly-stylized coiffures date your picture as surely as if you hung a calendar around the model's neck, and often, because of poor design, such elaborate styles violate the facial structure of the wearer. Try to arrange your subject's hair in a simple, natural coiffure that fits her features and harmonizes with the mood of the picture.

Costume, for pictorial purposes, may consist of nothing more than a few pieces of cloth and ornamental jewelry. Its purpose is to suggest the spirit of wearing apparel, not slavishly imitate some actual piece of clothing, contemporary or historical. Some costume elements which have helped me particularly are: burlap sacks (used in "Vanity in Rags"); gayly-patterned scarfs; pieces of lace; plain gray drapes; a piece of brocade; artificial flowers; and rings, necklaces, and bracelets from the dime store. Items like these can furnish you with an endless variety of costumes.

Use these simple accessories merely to suggest femininity and add a provocative note of partial concealment. Thus you reveal no contemporary style,

Two pictures of same girl demonstrate Mortensen's glamour formula. Compare the straight head shot of Sharon, above, with glamorized portrait at right to see how natural beauty can be enhanced by careful use of makeup, pose, and costume.

your picture takes on a more universal appeal, and its permanence is increased. For example of what not to do, look at pictures of early show girls or movie stars; the glamorous garments of yesterday evoke only laughter today.

I never use a background suggestive of a boudoir or a plush interior. Invariably, as you will notice among the pictures reproduced here, a simple white or gray background is the only one employed. I urge you to do likewise and rely wholly upon the innate charm and beauty of the model.

So far we mostly have discussed the external methods and problems of posing your model for pictorial glamour effects. A basically photogenic girl possessing innate qualities of feminine charm is necessary as a starting point. Carefully applied makeup can do much to enhance the natural charm of the subject, while her coiffure should conform with her contours and physical structure as well as reflecting expression and mood. Costume elements, too, can add much to the final effect. But the essence of glamour, as we have said before, does not depend upon synthetic accompaniments. The human element must prevail as the chief element in genuine glamour; separate this from all the rest and you leave only a mass of inanimate objects. Pictorial glamour, in contrast to the "glamour by assignment" of the highly specialized advertising and publicity studios, frankly recognizes this fact and reduces accessories to a minor role in contrast to the universal qualities of the subject.

But there is still another, and very important, step in achieving pictorial glamour. This final phase concerns the mood of the model herself. Nothing is more expressive and more powerful in conveying a thought than the human face. We all are familiar with the expression in which the features are relaxed and the mind inactive, and we are equally familiar with the glowing and animated expression of a teen-age girl watching a football game. These expressions are more than the result of mechanical muscular control; they are reflections of a spirit or mood within the heart itself. For example, if you merely ask your subject to smile, the usual result is a picture lacking in warmth and sincerity. The smile may be there but it has the artificial quality of a grimace on a wax mask. Your model must actually experience an inner glow of happiness and vitality before her face will reflect it and your camera can record it.

Here is where you as a photographer should become more than the person who trips the shutter. Naturally, a girl inexperienced in dramatic expression can't be expected to create mood solely upon her own; she depends on you for guidance and encouragement. Just as the accessories of the model should be secondary to her innate qualities, so the mechanical accessories of the photographer should be secondary to his directorial abilities. A good motion picture director can so imbue his actors with

Glamour, Mortensen believes, should result from the subject's innate charm, rather than from gaudy trappings or trick lighting. This sensitive portrait of Winifred, left, bears out his theory. The same girl modeled for the other pictures on these two pages.

the mood they are portraying that they rise above their own personalities and lose themselves wholly in their portrayals. The same thing can take place before the still camera if you can evoke, through suggestions, a feeling of vanity and grandeur within the model. Of course the specific suggestions will vary with the temperament of each photographer and model.

In my own work I have found the following technique helpful: a casual comment about some minor feature rather than an obvious good point often will do the most to liven up your subject's expression. For example, a girl with lovely eyes will feel especially flattered if you make a favorable comment about the fine texture of her skin. Remark about her likeness to some famous beauty of history, painting, or literature rather than to a contemporary screen star. Even at the sacrifice of some film make the most of any enthusiasm displayed by your model no matter how grotesque or extreme the gesture may be. This is a more effective procedure than one in which the model begins posing with no preconceived mood and expects the photographer to give her step-by-step directions.

Achieving pictorial glamour is a creative endeavor for individuals on both sides of the lens. Try to conduct yourself so that you never completely dominate the session but achieve maximum cooperation from your subject at all times. Superficial compliments or forced attempts at humor only tend to disrupt the sitting. A camaraderie attitude of good fellowship, combined with sincere respect on the photographer's part, will free the model of any apprehension and allow her to express emotion in unhampered pantomime.

The models who illustrate this article are attractive physically, to be sure, but their strongest assets are poise and innate charm. As emphasized before, girls like these can be found everywhere. Perhaps a counterpart of Sharon or Winifred can be found in the very block in which you live. She may be a close friend or a relative. Perhaps you'll find her on a college or high school campus, in a doctor's office, behind a switchboard, or at your favorite restaurant. Don't be influenced or deceived by too-heavy makeup, flashy attire, freckles, or mousy hair. Determine the photogenic possibilities of your prospective model by comparing her facial proportions with the ideal divisions shown in an accompanying picture. If these appear to conform, regardless of extraneous details, then the chances are that the girl will make an excellent subject for a glamour portrait in the pictorial manner.

Even though you do not intend to enter your work in salons and photographic exhibits, the pictorial approach to glamour portraits is helpful. Problems of posing, props, and the establishment of rapport between model and photographer are similar whether you are making a salon or glamorizing your wife, sweetheart, or a friend.

Amateur photographers from various parts of the country have demonstrated time and time again that non-professional models can provide subject matter for pictures possessing the fine attributes of natural glamour. You, too, can create satisfying pictorials by following the simple approach we have talked about here. In brief, the highlights of this formula are: start with a basically photogenic model, clothe her in appropriate costume, and evoke some mood or emotion. The ingredients for this formula are simple enough for any amateur with the least expensive equipment to apply in his own home. The results, from the standpoint of genuine appeal and high pictorial qualities, can equal or outmatch the most elaborate product of the big studios—▶

Sultry pose, intriguing costume, and clever use of makeup transform Winifred from her everyday self, at left, into bewitching siren portrayed at the right. The method is simple enough for most amateurs to apply in their own home studio.

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PICTURES SELL PEOPLE

That's publicity photography—an exciting vocation that enables you to meet interesting personalities

By BARRY KRAMER
New York Publicity Photographer

THERE I was, standing in the middle of the Copacabana Lounge, guarding a wire recorder cable at a cocktail party for Jimmy Durante. I followed the cable for an hour as it snaked back and forth over the floor, while my camera rested in my case in one corner of the room.

I had been called to photograph the various celebrities and the guest of honor and that I had done. While I was waiting around for the Copa's press representative to spot the few remaining shots he wanted taken, Jack Eigen began making recordings for later playback on his early morning disk jockey show. The trailing microphone cable quickly became a menace for unwary feet. The press representative tried circulating among the guests and watching the cable at the same time—it couldn't be done—and the next thing I knew I was filling in as a cable watcher.

That little extra duty appeared on my bill for the photography job as a time charge.

Publicity photographers are commonly expected to perform services like this and others, from finding a stray alley cat on a few minutes' notice to painting occasional signs. The slightly odd non-photographic skills are only a small part of the job. The rest of the time the publicity photographer has to be—or is soon forced to become—a competent Jack-of-all-photographic-trades, knowing something about magazine, press, fashion, studio and portrait techniques. He must be an adequate darkroom man. To back this accumulated knowledge he must also have a sense of press agentry, business know-how and a willingness to work long hours occasionally.

As a reward, he may make a fairly good living and get to spend some uninterrupted evenings in peace with his family.

Now that may sound like a tall order for some hopeful amateur who feels that he has what it takes to switch over to professional work on a full-time basis, or wants to pick up some extra income on the side. Actually, to get a start in publicity photo work a man (or woman) doesn't have to be outstanding in

Careful placement of the figure among the appealing child faces on the backdrop adds story-telling punch to this shot of Harold Russell, AMVETS' national commander, speaking at a forum to combat prejudice, sponsored by the Anti-Defamation League.

Simple event like a Frank Sinatra homecoming (with his parents) in Hoboken, N. J., gets picture coverage for the local papers.

any special way. It also does not take a large investment for equipment as in studio photography and the life is infinitely more interesting than that customarily found in the confines of a local portrait studio.

Publicity photography is closest, as a trade, to news and magazine work; a man must know how to handle his equipment with the same degree of versatility.

There are hundreds of photographers scrambling for professional recognition in various fields. The man who wants to do publicity work must sell his personality to get clients since general competence rather than specialization is most important.

Before you start saying to yourself, "that sounds good, I'm an all-around man, when do I start and how do I go about it?" there are some basic things to understand about the work.

Publicity influences opinion or causes an action through the special preparation or simulation of news. To compete with staff photos for newspaper and magazine space, pictorial publicity must have impact to catch an editor's attention and must have sufficient appeal for the publication's readers to warrant the editor's use of the space for what he well knows

Volatile Lena Horne, captured by the camera in a vividly characteristic gesture during an interview at the Copacabana in New York, supplies a double-barreled publicity shot, since the same public relations office handles the singer *and* the night club.

Humphrey Bogart and Lauren Bacall help publicize Belmont race track, Baby Vanda orchids, and themselves by posing with G. D. Widener, chief of the Westchester Racing Association. It was Ladies Day, so Lauren got a free orchid.

Cheesecake, an oft-employed publicity "gimmick," is used here to keep you sold on actress-model Gregg Sherwood's attractions.

sometimes amounts to free advertising of one type or another.

The "hook" may be newsworthiness, a connection with a well-known or momentary celebrity, sex (via cheesecake), or human interest in child or animal portraits. Publicity photography also includes straight product pictures for trade publications, portraits of executives or personalities and shots of office or building exteriors and interiors. These photographs are always intended for the public view and the motive is always ulterior—from building up a personality to getting free space mentions for a company or its product.

Now, about that start. Lots of footwork, visits to publicity, public relations or advertising offices, sometimes a friendly connection with a celebrity or local personality or civic organization, and then patience at a telephone may get a would-be publicity photographer some accounts. He may eventually do staff work for an organization or a company, or he may be an independent and handle all types of work, from night clubs to trade publicity, as I do. Your friends in business will probably supply you with your first leads and may even start you going with some assignments. After that, of course, you are on your own.

What does a photographer need in order to do free-lance work? In the big cities he must have a dark-room with at least a small adjoining office or reception room, even if it's only a cubby-hole type, that's reasonably accessible to newspaper and press association offices. In a small town, his own home can provide the space. A small studio will help in either type of location, although it's not vital if temporary space can be rented for a few hours whenever necessary.

Before getting to the "how" of publicity photography, the "have" has to be covered. Basic photo equipment must include a standard flash-equipped 4x5 press-type camera. If the photographer can afford it, he should have a duplicate camera for stand-by in case of a rush call when his first-line camera is out of action for repair or adjustment. A good 2¼x2¼ reflex should be in reserve for use on picture sequence assignments intended to break in magazine or newspaper supplements.

Equipment must always be in perfect working order. Print sharpness is necessary to withstand coarse-screen newspaper reproduction. Rangefinders, shutters and lenses should be checked as soon as they appear to be off.

I rarely carry a tripod on an assignment except for a picture sequence or an occasional indoor setup where shooting conditions are known beforehand. Flash is standard for main lighting and outdoor fill-in.

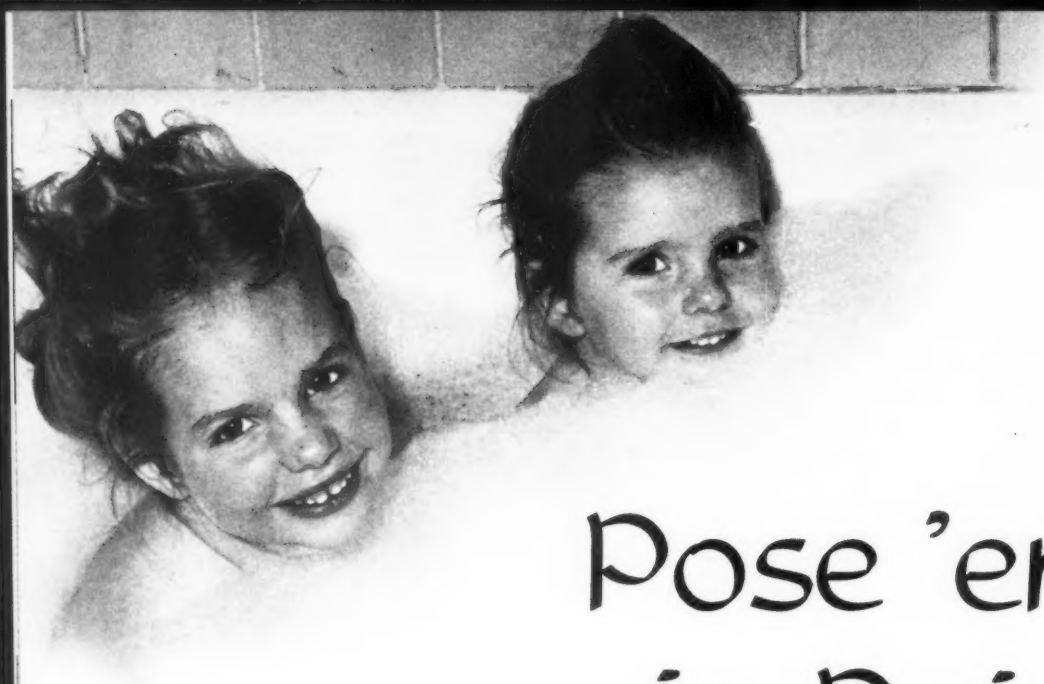
Pose and expression give this TV show publicity shot that "zing" quality so much in demand. The nice people are Peter Lind Hayes, wife Mary Healy, and son Michael. What causes their facial antics? A press agent clowning off-scene left.

Emmett Kelly lends his famous clown character to a bit of tie-in publicity with young David Anderson (featured in "Life With Father" at that time) to plug a record album called "Cluny The Clown." The tent canvas is actually a studio drape.

One of the important facts, and the one that keeps the work continually interesting, is that you never know what to expect and you have to be prepared for any contingency on a job. On routine publicity assignments, of the type akin to press coverage, I carry enough holders for 12 to 15 shots (even though the call may be for only two or three), loaded with either Ansco Superpan Press or Kodak Super Panchro Press Type B, and twice as many flashbulbs, both No. 5's and 22's (for long shots). My camera case usually also holds a 20-foot extension cord with an extra flash assembly with clamp, a set of filters, a small notebook for caption information, an exposure meter for outdoor shots, a midget bulb adapter, a small screw driver for emergency adjustments and repairs and a flashbulb tester.

The other vital piece of equipment that the publicity photographer must carry at all times is imagination.

The rest of the work, for synchronized use with the imagination, may sound like a series of pedantic "musts," "do's" and "don'ts," but it was all accumulated in the toughest school on earth, New York City, although it applies to any size city or town in the U. S. This is the "how" (*Continued on page* 197)



Two heads are better than one—as proved in this appealing picture by Jack Kleiman.

Pose 'em in Pairs

Use two subjects instead of one and double the interest in your pictures

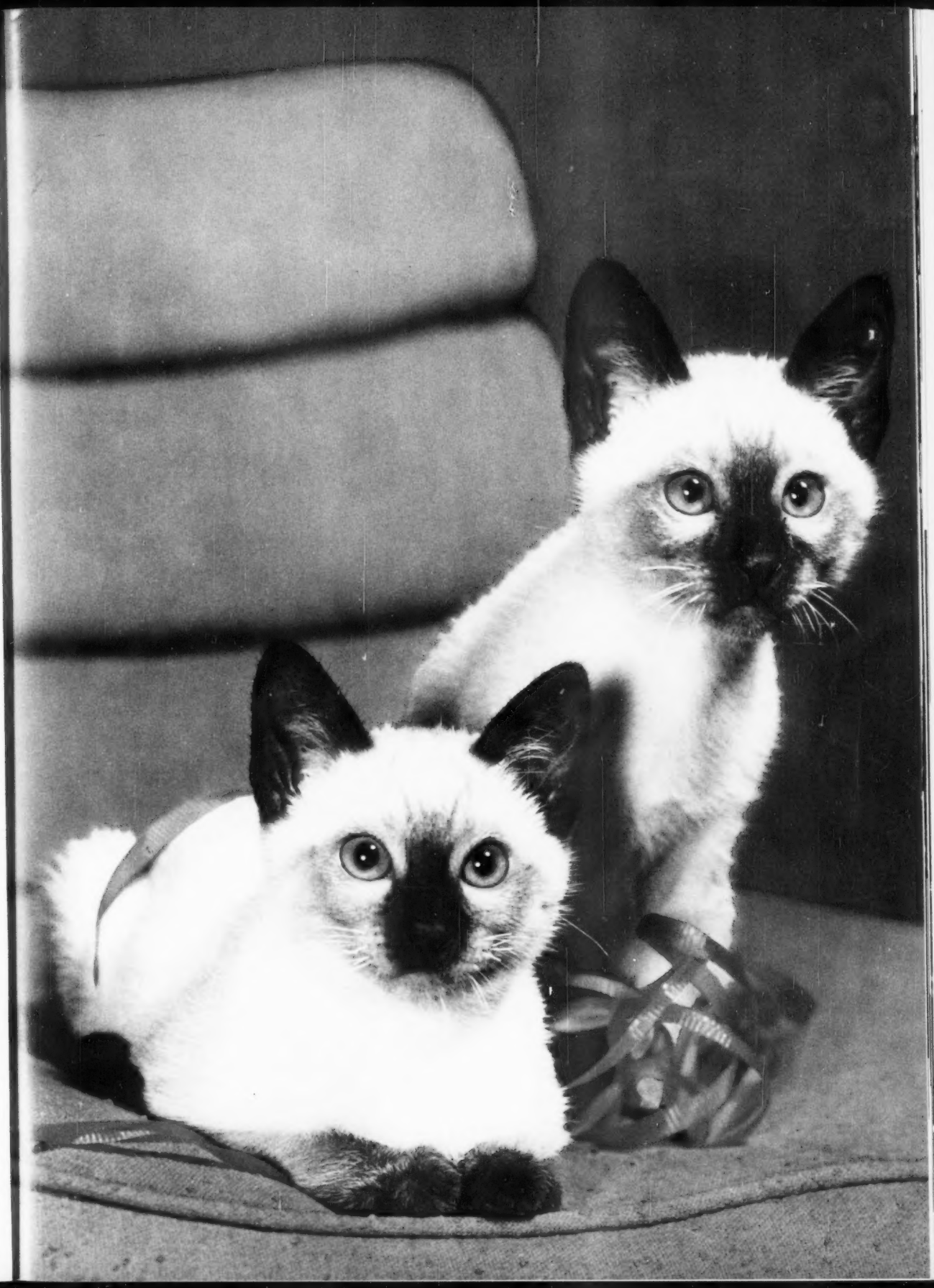
Ready for a bath, these youngsters were perfect models for a prize-winning photo by Seaborn Mosely.

TWO heads can be better than one, especially in front of the camera. Look at the pictures shown here for tips on posing humans or animals in pairs; you'll find that double subjects can add extra punch to what otherwise might be only a routine photograph.

Edward DeLong of the Randolph and DeLong studio took the fine Ektachrome picture on the opposite page. After trying every trick he could think of to make the kittens stay put, he finally succeeded in holding their attention with a bright ribbon. Two little girls share a sudsy bath in Jack Kleiman's appealing closeup, above, which also shows both subjects looking in one direction. Seaborn H. Mosely posed the two small bathing beauties at left to make a full-length study that was a prize-winner in the 1950 POPULAR PHOTOGRAPHY picture contest.

Why not try your hand at photographing double subjects like these? Plan a common center of interest and remember that skillful timing is important when you're working with two models rather than one. With a little practice the results should convince you that it's worthwhile to pose 'em in pairs.—

Pert pair of kittens in the full color shot at right presented a problem in posing. Edward DeLong held the attention of his lively subjects with a piece of red ribbon, caught them both gazing in the same direction.



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COLOR vs. BLACK and WHITE

By MARTIN MUNKACSI

Which one is best? The author, a master of both these techniques, discusses them and compares one medium with the other

Black-and-white, in which the tone values can easily be controlled, creates convincing impression of the original hues. Oftentimes a monochrome print may prove even more effective than full color.

NO ONE will deny the effectiveness of natural color in photography. There are occasions, however, when black-and-white may be considered equally if not more impressive. Subject matter and rendition, of course, are often the deciding factors, and these are governed by the photographer. The question as to which technique is best will probably never be answered to everyone's satisfaction, and perhaps a majority would vote for natural color without reservations. Regardless of that fact, the importance of good monochrome must not be ignored, since color alone does not necessarily make a picture successful.

The two figure studies that appear on these pages were both photographed originally in color. This was an experiment; I wanted to see how faithfully I could reproduce the model's flesh tones in contrast to the pale background. That the effort was successful can be seen in the full color reproduction. The black-and-white version is a color-corrected copy of one of the original shots. It was simply a further step to provide an interesting variation. But to many observers the black-and-white will likely convey a suggestion of the original subject colors, and therefore they may consider it as impressive as its companion picture.

Experienced photographers often refer to the "marvelous color" of a black-and-white shot. They are impressed, of course, by the fact that colors are rendered in their proper values as the result of film characteristics, plus the skillful use of corrective filters that helped the photographer achieve the desired result. Haven't you ever felt the sensation of color in a fine monochrome shot? I'm sure this experience has been shared at least by those of us who for years worked only in and with black-and-white before popular color films were available.

When I have to choose between black-and-white and color as the medium for my excursions into creative photography (as distinguished from my bread-and-butter assignments), black-and-white frequently is selected. Working from negative to positive in monochrome, we have an infinite number of gradations with which to convey our feelings and reactions to a subject. By comparison, color is so very inflexible; in fact it is often a trying job to record the original colors reasonably correct.

And there you have it—color versus black-and-white. Color portrays, but is an (*Continued on page* 196)

Color faithfully reproduces the delicate flesh tones of the model against a neutral background. However, Munkacsi often prefers to use black-and-white for creative work "because color is so inflexible."

Get Out of That Rut!

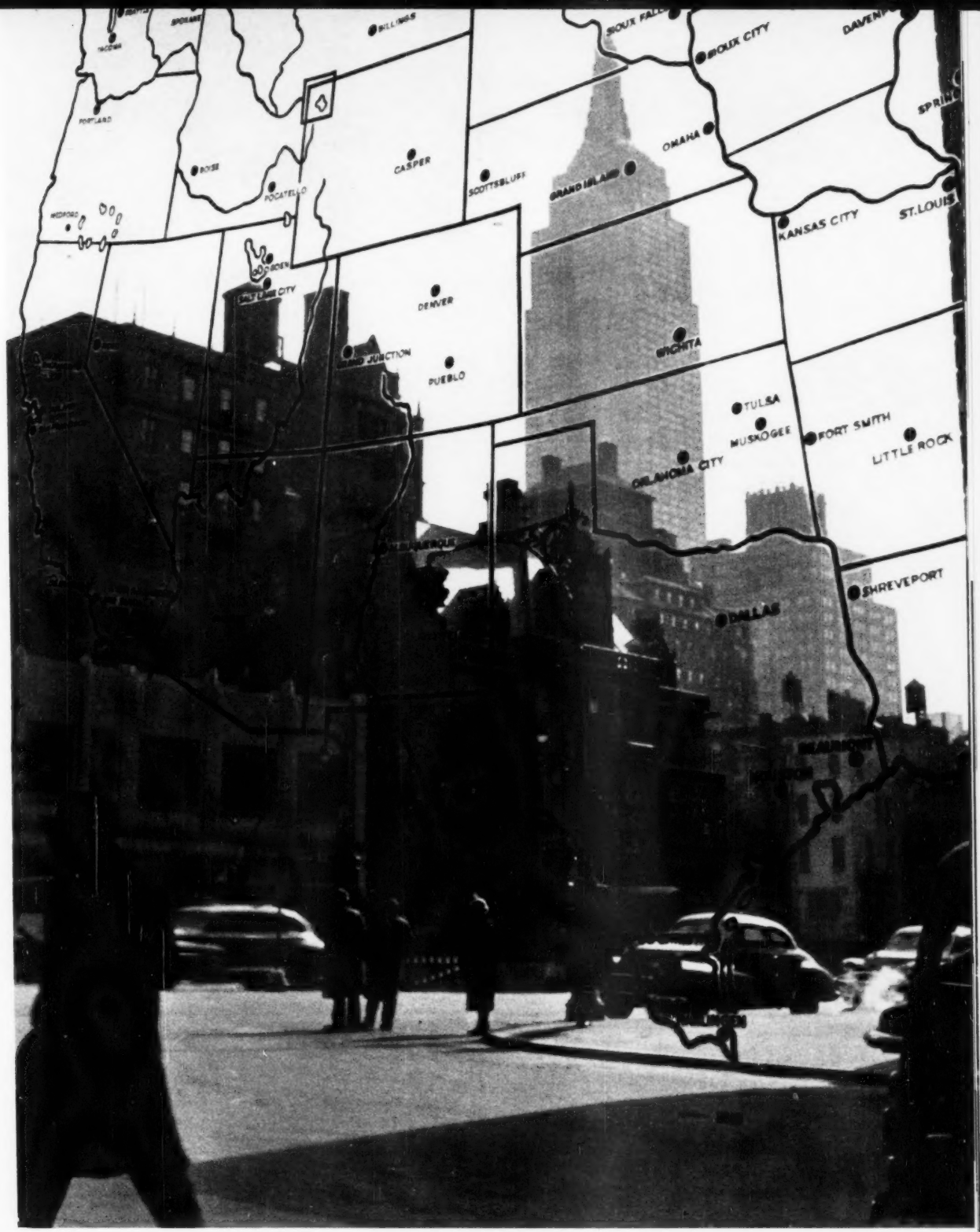
Are your pictures mediocre . . . routine . . . uninteresting? If so, you probably haven't discovered the reasons. Well, here's one tip that usually enables anyone to improve his photographs: look for the best viewpoint before shooting.

Many camera fans are content to snap the shutter as soon as they see a likely picture subject. Thus hundreds of amateur snapshots of commonplace scenes and settings all look alike. The alert photographer, however, who will view his subject from several vantage points usually can find one that is far better than average.

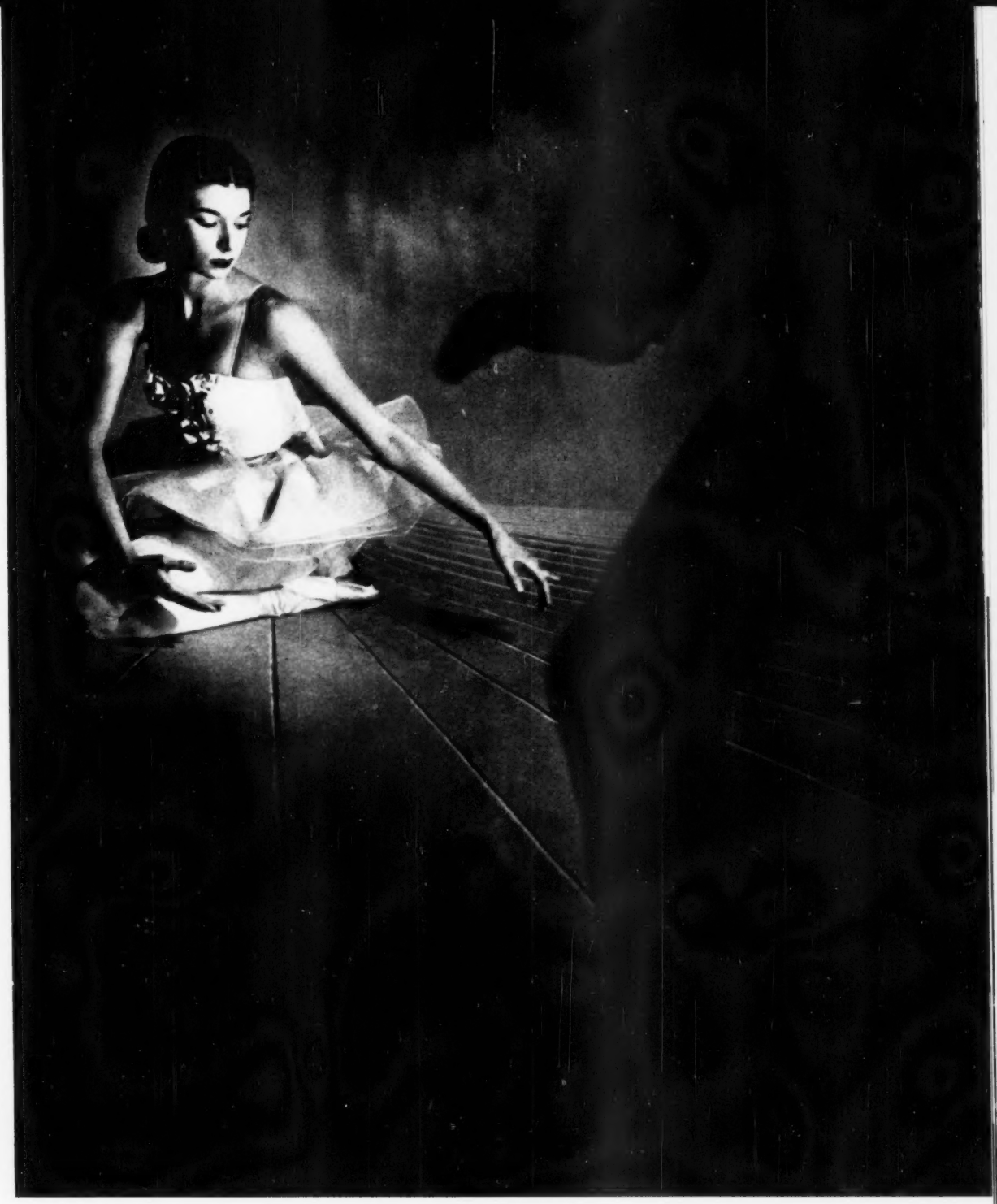
This simple trick of locating the more unusual viewpoint—using a high or low angle, making a close-up or revealing long shot—will lift your pictures *out of that rut* and make them interesting and exciting. See how it paid off for the photographers whose work is shown on these pages.

High-angle study of world's tallest building is exciting because it is shown in a manner rarely seen by the average person. It was taken from an observation plane by a cameraman in the New York National Guard. Though you may not get the chance to fly over Manhattan, the same general idea used here can be applied to pictures you take—namely, being alert and finding the camera position that reveals an every-day subject from a different aspect.

Routine snapshot of Empire State Building is similar to thousands taken by amateurs visiting New York City. Because subject is so popular, camera fans must hunt for different viewpoints to make pictures of this structure interesting. Compare the accompanying shots with this one.



Unusual viewpoint is responsible for the success of this shot by Gita Lenz, whose power of observation rewarded her with a striking picture of the Empire State Building. Standing inside a nearby store, she observed the famous structure through the plate-glass window on which an outline map of the United States is painted. The photographer recognized the chance for creating an unusual shot and took advantage of it. To add further interest, she flopped the negative when making the print, so the building appears as a reflection.



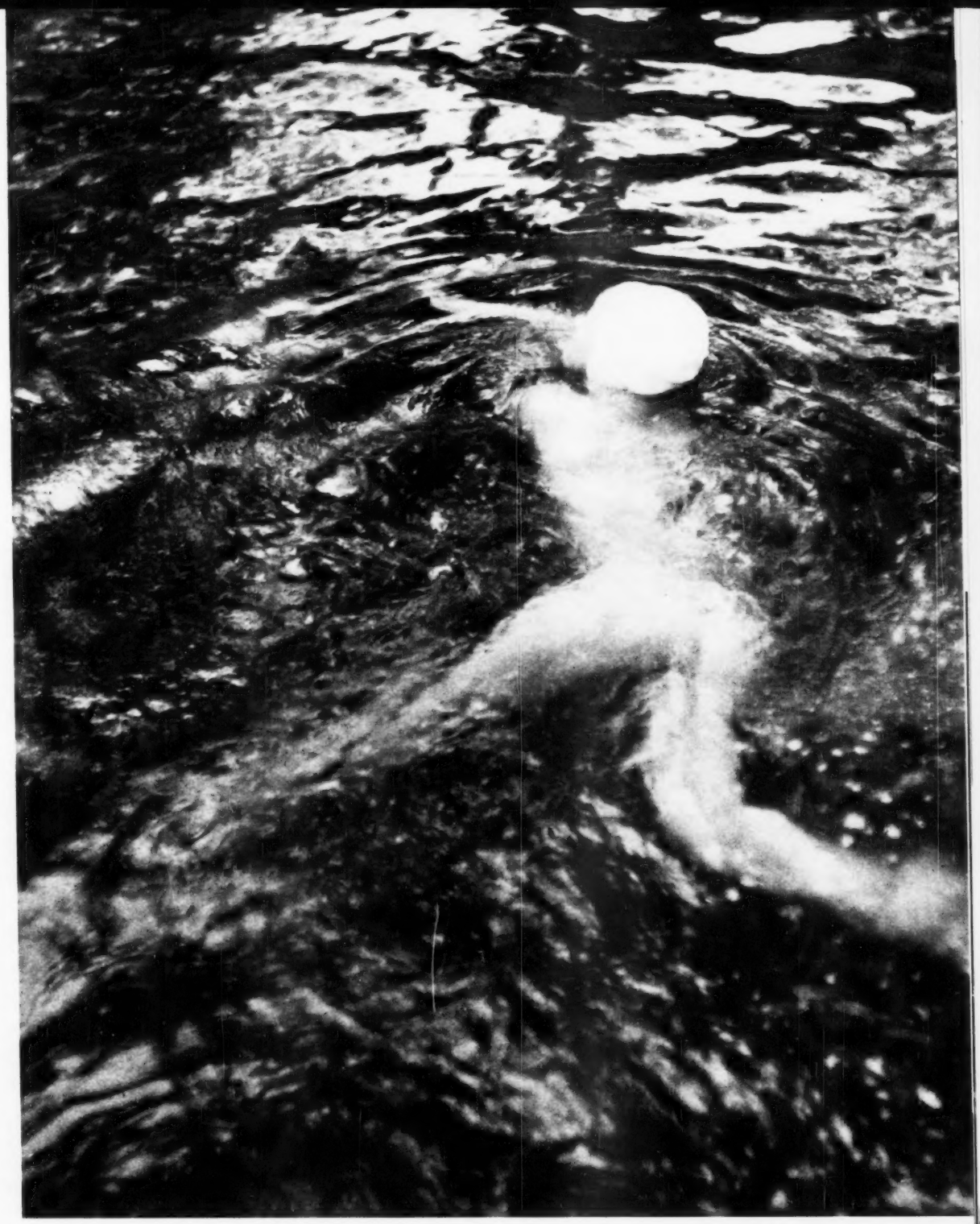
Interest can be added to many picture subjects by shooting from close to the ground. Yet, few amateurs take advantage of this simple trick. Its merits are seen in the accompanying two ballet shots, both by Wellington Lee of New York. By choosing a low camera angle for the photograph, left, Lee was able to record his models against an attractive sky background. His ability to find the best spot from which to shoot is again revealed above. Here he used the low viewpoint to emphasize radiating lines on the floor and draw attention to his lovely subject.

Candid shots of the reception following a wedding usually hold little interest for the viewer who does not know the picture subjects. The above close-up is an exception and owes its success to the fact that the photographer chose a near viewpoint, then waited for a bit of interesting action. Joe Clark of Detroit made this intimate shot and has appropriately titled it "And One for the Bridesmaid."

Wedding pictures made from the rear of a church and taken from eye or waist level look much alike. Anthony Mario, Jr., of Rome, N. Y., successfully met the challenge of creating something a little different by photographing the colorful ceremony, left, from a low camera angle. Remember to use this device when you want to keep ordinary subject matter from appearing routine in your pictures.

On the beach, a reclining model suggested a horizontal composition which Philip Stearns of New York obtained when he shot from a point directly behind the subject. The desired effect was more strongly accented when the cameraman included the water's edge in his shot.

Partly submerged, this lovely lass struck an appealing pose for Andre de Dienes, well-known photographer of pretty girls. He used a high camera angle to keep a distracting horizon line from appearing in his picture and to show the model against a simple background of water.



Under water the graceful figure of a swimmer created a problem which was capably solved by Photographer Bradley Smith of New York. Choosing a viewpoint seldom used by the average amateur, he made this picture from a spot almost directly above his subject. The high camera angle enabled him to record the slightly distorted figure of the model as she glided through the clear water and to take advantage of the interesting light reflections as well. For additional information on the making of this and the other outstanding photographs presented here, see "Notes on the Pictures," included elsewhere in this issue.

Placement of the main light is the most important part of a portrait setup. The cage-like diagram below shows eight basic lamp positions and three possible variations in height for each. Effects obtained with light in each position are shown in pictures of mannequin at right.

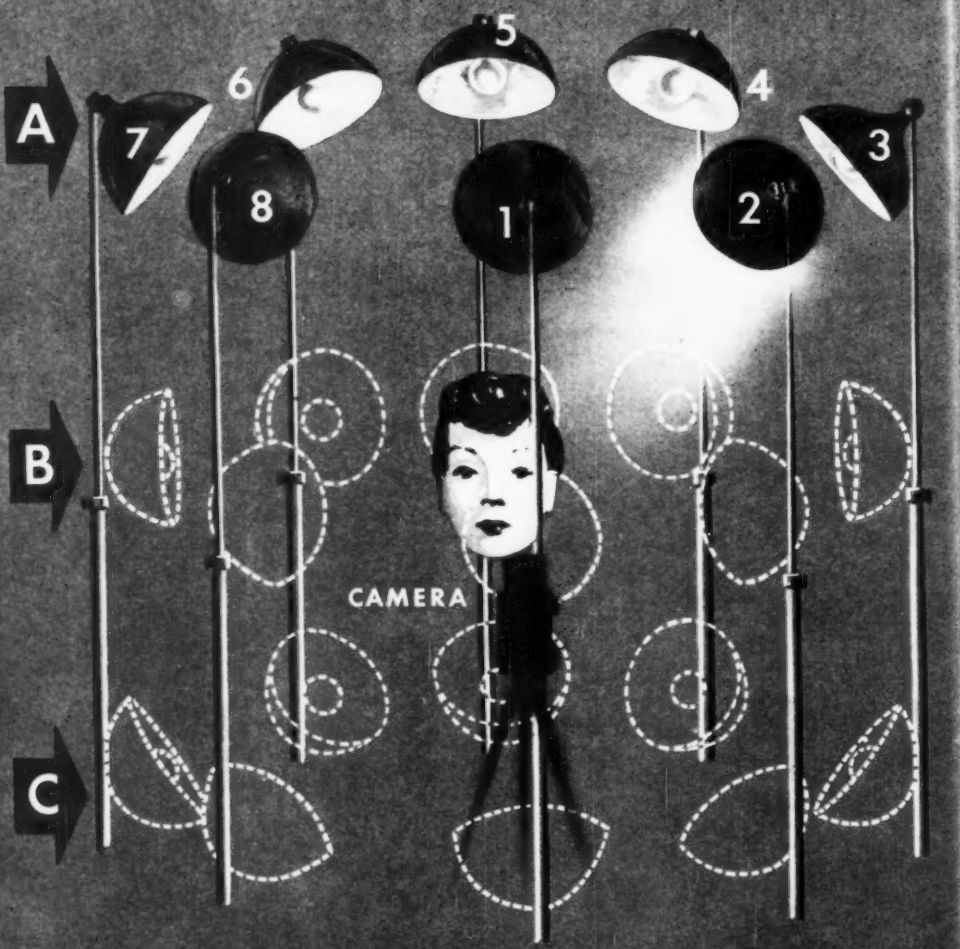
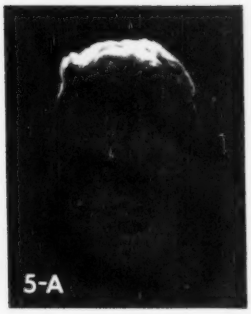


Diagram by Julian S. Krupa

The main light casts shadows which often are harsh and must be lightened by using a fill-in lamp. One was placed at position 1-B throughout the photo series at right, while the main light moved step by step from 1-A to 8-A. The three photos above show effect of varying lamp height.



A Practical Guide to

PORTRAIT LIGHTING

Every possible lighting effect is placed at your command by this simple key to home portraiture

By ARTHUR J. BUSCH

Photographs by the Author

LIGHT makes the picture, but it is up to you to control it. The way it falls on the face of the subject determines the success or failure of a portrait. It is light that reveals form and modeling, defines texture. Once you have mastered it you can achieve any effect you want.

It is not our intention here to set forth rules of lighting. Once you know its basic principles you can make your own rules, and break them. You can learn the main points of portrait lighting by observing the effects obtained through actual use and experiment. In this way you soon will find that the characteristics of each subject will determine the kind of lighting that is best for his portrait. The main thing is to approach lighting with a plan, and presenting such a plan is the purpose of this article.

Just as the sun moves around the earth in an orbit, it is well to think of a floodlamp as capable of being moved around a subject—in this case a face. We have represented this orbit here in the cage-like drawing in which a mannequin head is surrounded by eight lamps in reflectors. These lamps have been placed at 45-degree intervals around the circle, and each one represents a possible basic position of a single lamp.

Our cage also indicates three basic vertical positions, A, B and C, indicating that the lamp may be placed high, medium or low in relation to the face of

The type of light that you use is important. A spotlight creates sharp, contrasty shadows as shown at left. Reflected illumination from a floodlamp, bounced off a white ceiling, gives a softer effect, right.

the subject. Between the positions shown there are, of course, innumerable intermediate variations possible. We have reduced them to eight horizontal and three vertical positions for convenience. In this way we may regard positions 1, 2 and 8 roughly as frontlights because the light from them strikes the face mainly from the front, positions 3 and 7 as sidelights, and positions 4, 5 and 6 as backlights.

Now keep in mind that good lighting is simple. There usually should be only one main or key light, and it most commonly is placed higher than the subject. All other lights should be considered as secondary or modifying lights. Referring to the series of eight pictures of the mannequin shown above the cage, you will see that each of these was made with a lamp in one of the basic positions. By this means you can quickly judge what effect a single light will have on a face when placed in each of the eight basic positions. You may, for instance, see what effect position 4-A would have on a face by referring to the corresponding picture in the series. You may begin by observing the mannequin pictures and refer to the corresponding lamp position in order to learn what position produced the effect that interested you.

As we have pointed out, all the pictures in the series above the cage were made with a single lamp in order to emphasize exactly the effect that lamp position has on a face. It should be fairly obvious, however, that in most cases a single light is not enough. While it is quite possible to use a single lamp effectively in front positions such as 1 and 2, in most positions at least one more lamp is necessary to fill in the shadow areas. Thus you will find below the cage an equivalent series in which a secondary, weaker lamp was placed in position 1-B to fill in the shadow areas. For lack of a second lamp a sheet, an aluminum surface, newspaper, towel or any white or light surface may be used to reflect light from the main lamp back into the shadows. An extra lamp, however, is more convenient to use and easier to control as you arrange the setup.

With the cage and the series of mannequin heads, the student has in his possession a kind of chart and guide to basic portrait lighting, which can be used as a basis for personal experimentation, and as an aid to analyzing the portraits of other photographers. Once you have familiarized yourself with the effects of the various main light positions you will readily be able to determine from a photograph not only the location of the main light, but also where the subsidiary lights were placed.

But remember this—there is no right position for a main light except the one which is determined by the individual photographer in the presence of an individual subject. The correct position is the one that reveals that phase of the subject's personality which the photographer wishes to emphasize. It is the one that produces the effect you want.

Remember, too, that moving a main light as little as a couple of inches in any direction can mean the difference between success and failure. A 45-degree light might in practice actually be 48 or 38 degrees off the camera axis. Do not take these terms too literally. It is true that the so-called 45-degree light is often a dependable compromise when in doubt, but one should be cautious not to fall into the easy habit of using the 45-degree light as a standard formula. The traditional 45-degree light may be recognized by the triangular patch of light that it creates just under the eye on the shadow side of the face.

The main light is placed first in building up portrait lighting. Here a No. 2 floodlamp, in a reflector, is employed at position 3-B.

A fill-in light, used to brighten the shadows, is added after the main light is placed. Here it is a No. 1 floodlamp in reflector, used at position 8-B.

A backlight, when desired, is introduced last. To highlight the model's hair a No. 1 floodlamp was employed here in position 6-A

The key light need not always be a front light. Here it is high between 5-A and 6-A to emphasize the model's hair and shoulders.

Adding the fill-in between 8-B and 1-B lightens the shadows. The main light still is predominant, for the fill-in is weak and at a greater distance.

The result is an unusual portrait that brings out the beauty of the model's hair and shoulders through planned lighting.

In experimenting it is a good rule never to turn on a second light until the position of the main light has definitely been decided upon. The moment a second or a third light is introduced, confusion may ensue and the sought-for simplicity may be lost. Move the main light around until it does what you want it to do for the face you are photographing.

In shifting the main light around, the shadow cast by the nose is often an important guide. That shadow can ruin the entire effect if it is badly placed. Moving the light to right or left around our imaginary orbit stretches the nose shadow horizontally. Lowering the lamp shortens the nose shadow as you can readily see in the three different elevation shots of the mannequin. The nose shadow is at a minimum when the main light is placed in position 1-B.

Once you have decided upon the position of the main light, you may then add a second, third or even a fourth lamp. But before doing so be sure you have a good reason for adding each one. You will usually find that a second light is required to fill in the shadows cast by the main light. The intensity of the fill-in light is controlled by moving it towards or away

Position of subject determines the effect you get. Model, below, faces the main light at 7-A.

Turning toward the camera, model's face becomes side-lighted though lamp remains in same position.

Lighting changes again as model turns. Pose must be determined when main light is set up, then held.

The finished portrait below was taken by using the lighting built up at the left. Main light, fill-in and backlight should be placed in the order shown.

Breaking the rules may make the picture. A common one says there should be a single main light, but two have been used at positions 4-A and 6-A to highlight the model's hair in this picture. The fill-in is placed at 2-B.

The 45-degree main light is a good one to start with, is the basis of many professional arrangements. Here it is used with main light at position 2-A and a fill-in at 8-B, while a backlight at 4-A highlights the model's hair.

A single lamp is all you need to take home portraits like this. One No. 2 floodlamp in a reflector was placed at position 2-A. Deep shadows give a glamorous effect with youthful subjects; soft lighting is more kind to older faces.

from the subject, and is determined by the effect you want to achieve. The more intense the fill-in light—the more nearly it approaches the intensity of the main light—the flatter your lighting scheme will be. Conversely, the less intense the fill-in light in relation to the main light, the greater the contrast. In other words, the weaker the fill-in light, the deeper the shadows. How deep these shadows should be depends on your judgment, which in turn depends upon experience. You will learn that a shadow will register much darker on film than your eyes see it. Your eyes will see detail on the shadow side of a face lighted by a single lamp in positions 3 or 7 but the film will not record it.

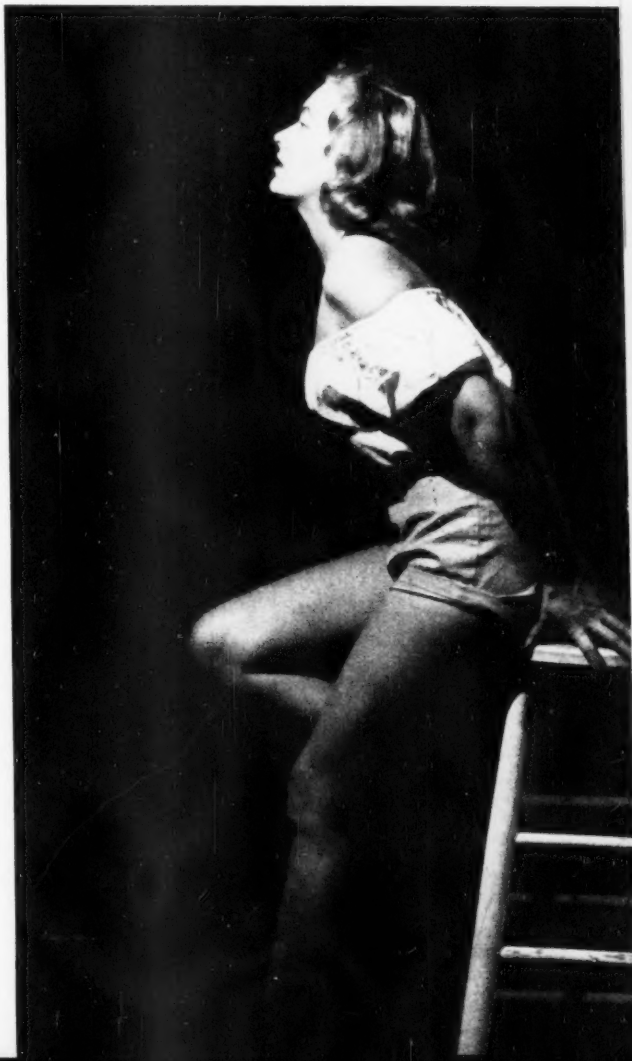
After you have placed the fill-in light, you may wish to add a back light to brighten the hair, or to highlight the temple. A fourth light might logically be used to illuminate the background, thus bringing about good separation of the head from the background. Most of the illustrations for this article were made against a black background in order more readily to emphasize the effect of the lights on the faces.

It is important enough to repeat that no lights should be added until the main light has been decided upon. Then each additional light should be placed in turn. If, after placing the final light, the effect is not exactly as you want it, it may be wise to begin all over again. Start with the main light in order to avoid the kind of confusion that can ensue when shifting two or more lamps which have already been turned on.

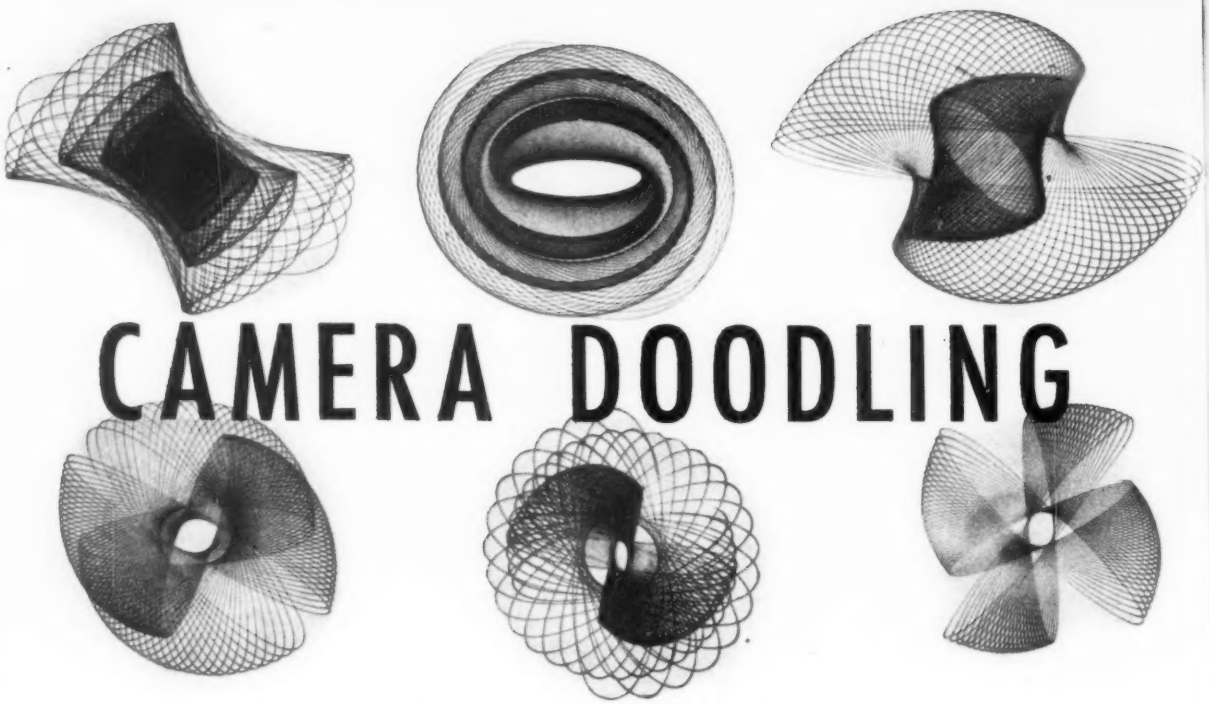
Remember that the effects of the various lamp positions on the face of the mannequin were produced with the mannequin facing the camera and with lamp position 1 coinciding with the position of the camera. The moment the face turns away from the camera, the effect of the light is changed.

Strikingly different effects are produced as the subject turns in relation to the lights. It is important, therefore, to watch the movement of your model. If you intend to strive for spontaneity by shooting "candid" with a fast shutter, it might be advisable to set up your lamps for more evenly distributed light than that used in our illustrations, so that you won't lose an excellent expression just because the model happens to turn her face out of the rays of the main light at the instant you want to shoot.

One more important factor is the type of light source used. Excellent portraits can be made with any kind of lighting equipment—even with candles if your model has the patience and you have the skill. But the type of light source has a very definite effect on the result. A spotlight, for instance, which focuses the light, produces sharply defined, hard shadows. A floodlight creates less well-defined shadows, and one that is diffused with a piece of cheesecloth or spun glass given us still softer shadows. The softest light of all, which (*Continued on page* 199)



Reflected light helps fill in the shadows in single-lamp pictures. A floodlamp at position 7-A provided the illumination here, and a white wall behind the model reflected enough light to separate her from the background.



CAMERA DOODLING

Try this fascinating stunt! It's creative fun and you need only a flashlight, string, and some paper or film

By GEORGE T. HILLMAN

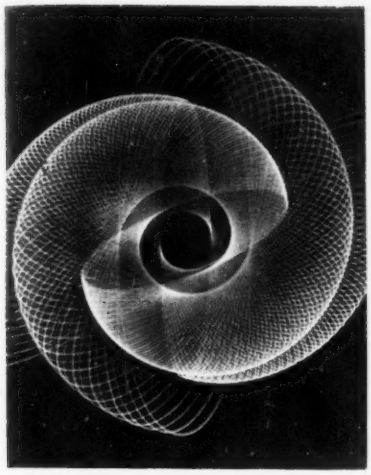
Double print of pattern and picture negatives by author suggests one use of design. Entitled "A Bird in the Hand," this print won high honors for its maker.

HERE IS an amazing photographic trick you can enjoy at the cost of only a sheet or two of film or paper. Camera doodling is easy—far simpler than the intricate designs it traces. You simply suspend a flashlight in a darkened room, set it swinging, and use your camera to record the path it traces as it travels in the air.

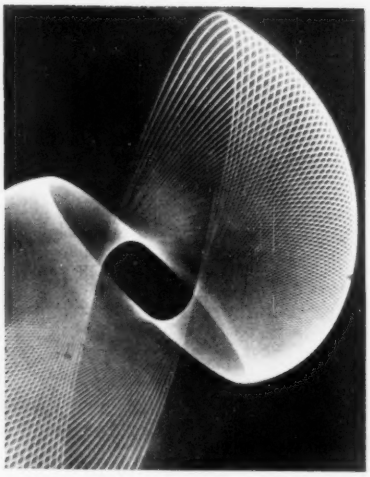
No two pendulum patterns created in this manner are ever exactly alike. The path that the flashlight follows depends on that first push to start it off. The size of the over-all pattern depends on the length of the string. You will have to do a little experimenting at first, watching the swinging pendulum through your viewfinder to make sure that the camera takes in the entire pattern.

For still more variations you can use a special pendulum made by fastening two strings overhead, bringing them together a few feet from the ceiling, and then dropping a single string straight down to the flashlight. Different effects will result, depending on the length and separation of the two strings to the ceiling and the one that hangs straight down.

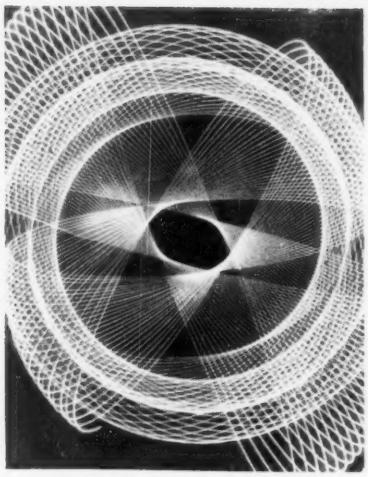
Any type of flashlight will do, but for fine lines it is best to use one from which the lens and reflector can be removed. I rigged up a lamp without a flashlight case, taping together two ordinary dry cells wired in series and running short wires from them to the bulb. A disk of black paper, slipped over the lamp, kept the bottom cell from registering on the film. This arrangement has the advantage of keeping the lamp



White lines are obtained by using film in the camera and making prints. Black lines (at left) are photographed on paper.



Simple patterns can be printed with normal negatives for an unusual effect. This was used for "A Bird in the Hand."



Superimposing several patterns on one sheet of film produces a more complicated design. Two exposures were used here.

visible from the camera position, even when the pendulum is swung in a wide arc.

You will notice that the lines of the pattern usually appear thicker near the ends of the arc, and weaker near the center. This is caused by the changing speed of the pendulum, which moves faster as it descends and then slow again as it rises.

With a two-cell flashlight and with medium speed film in your camera, an aperture of *f*/16 to *f*/32 will provide the right exposure. If you want to save film and to see your results almost at once, you can load the camera with enlarging paper instead. Paper of medium speed and contrast will require an aperture of *f*/5.6 to *f*/8. Using paper makes the project more fun, for you can develop it in the ordinary way and see your results in a minute or two. The paper gives a negative pattern (black lines on white), but if you make your exposures on film and then make prints you will get white lines on black. Either way, the patterns are bound to be interesting.

If you start the light swinging with a circular motion, the pattern is likely to be more round. If you just pull it back and then release it, you probably will get a series of lines with very little separation. You can learn what to expect by making a few tests, and paper is best for this purpose because you can see what results you are getting without waiting to develop film.

The longer the shutter is allowed to remain open, the more lines the camera records. As the pendulum loses its momentum, the strokes become shorter and shorter and overlap each other more and more. This makes it desirable to close the shutter some time before the pendulum has ceased to travel.

Often you can get interesting patterns by making several different exposures on the same sheet of film or paper, each one with the light swinging in a different direction. More than two or three separate patterns are likely to make too confused a pattern, so don't attempt too many at once.

Negatives of pendulum patterns can be combined with those of more ordinary subject matter to produce striking composite pictures. A pattern negative and a normal one can be sandwiched together in the enlarger carrier, or placed in the contact printer. Here it is best to select a pattern negative that is not too full. One with an opening in the center will serve especially well as a frame for other subject matter. "A Bird in the Hand," one of the accompanying illustrations made in this manner, was chosen print of the year in my camera club association's annual competition.

One of the intriguing things about light patterns made in this manner is that it is impossible to visualize the result until the picture is developed. The eye is unable to retain an image of the pattern as it is created, and even if you watch the light carefully throughout the exposure you will have little idea of how the pattern picture will look until you develop it.

You can experiment with color as well as black-and-white, covering the flashlight bulb with colored cellophane of different hues. Wider apertures will be required, of course, because of the relative slowness of the film. There's really no limit to the variety of effects you can get, and the fun you can have, by setting up to do a little camera doodling.—▶

This simple setup, with camera flat on the floor and flashlight suspended above it, was used by the author to create these examples of camera doodling. Room lights were turned off for the exposure.

Charming story of young love is woven against a living-room background. A central theme like this holds audience interest even though the lensman-home owner's primary idea may be to show off a new lamp or other items of furniture.

Home Movies Begin at Home

Picture the simple delightfulness of your own hearthside—or a neighbor's—and pack the film full of story-telling sequences

By JAY A. SMITH

Photographs by JOHNNY AUSTAD

A GOOD PLACE to start making home movies is, of all places, *your home*. Undoubtedly, most every possible phase of photographing the home has been done, most facets have been explored by someone at one time or another. Let's face it, fellow members of the society of cinemaniacs, there can no longer be much that is original in home movies. Those expressive place-describing, time-telling, person-introducing techniques, such as people-getting-into-or-out-of-cars, hand-lifting-the-telephone, hands-of-the-clock, such as the flipping pages-of-the-calendar, etc., *ad infinitum*, are as old as movies and have been used to good purpose these many years.

Despair not, oh, you who look hopefully through the viewfinder! for, despite the thinness of this material from honest wear, scenes in and of the home are still of great interest and usefulness. Actually, now, are you going to show most of your movies to vast audiences? No! Are you going to exhibit them to strangers who won't appreciate your magnificent efforts in finally getting your new house, the new drapes, the new rug? No! Then who are you going to show your movies to? Well, mostly to yourselves, your own family, and (*Continued on page* 194)

Work up your principal scene (below) smoothly and logically. You might start by showing the boy friend (or husband) calling the girl (or wife) on the phone, her answering, both hanging up, then such steps as him buying a gift, getting in his car, driving off, stopping car, getting out, and (above) being greeted as he enters door with gift in hand.

Ready For The Finest?

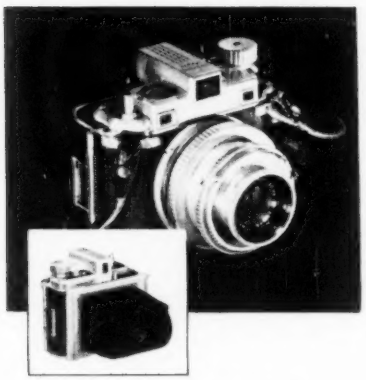
TO each of us there comes a time when the reach of our photographic desires extends beyond the ability of our camera. Much as we like our camera and the pictures it has taken, we know we need another to give full rein to our photographic possibilities.

Described here are two of Kodak's finest . . . the Kodak Master View Camera 4 x 5, and the Kodak Medalist II Camera . . . designed to do those "other things" you've had in mind.

The **Kodak** BULLETIN

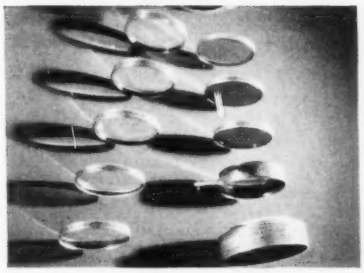
KODAK MASTER VIEW CAMERA 4 x 5

ADVANCED features and construction make this a camera to use for the finest in creative photography. Among its many unusual features is a revolving back which can be used at any point through 360°. Correction of distortion and increased depth of focus can be obtained in both horizontal and vertical planes by swinging the front and back of the camera in the desired direction. Center pivoting insures image size remaining constant. Front and back have both transverse and horizontal slide. A rising-falling front permits easy change of lens position in the vertical plane, as does the transverse slide in the horizontal. The new frame release handle allows easy insertion and withdrawal of holders without camera movement. Completely corrected for color, the Lumenized Ektar Lenses are available in focal lengths from 5 inches (*f* 4.7, 127mm.) to 12 inches (*f* 6.3, 304mm.) in either Kodak Flash Supermatic or Ilex Acme Synchro Shutters, depending on the lens wanted. It uses any 4 x 5 sheet or pack film, or 4 x 5 plates. The supreme quality of the Ektar Lenses, the unusual flexibility of the camera itself, and all the advantages of larger film sizes make the Kodak Master View 4 x 5 a superior camera in every way. With carrying case, but without lens, $175.



KODAK MEDALIST II CAMERA

FOR the discriminating photographer who wants top negative quality and amazing versatility in one compact unit, the Kodak Medalist II Camera is the choice. Its completely corrected, five-element Kodak Ektar 100mm. *f* 3.5 Lumenized Lens . . . 9-speed, 1/400 Flash Supermatic Shutter . . . and split-field coupled range finder combine to provide negatives and transparencies of unsurpassed sharpness and clarity. Field and range-finder images can both be viewed in the same view-finder window; parallax correction is automatic. The big, rigid, all-metal double-helix mount, hand-lapped to microscopic tolerance, assures absolutely precise lens-to-film alignment. Removing the regular $2\frac{1}{4}$ x $3\frac{1}{4}$ roll-film back and adding the Accessory Back (see inset) adapts the camera for film packs, sheet films, and plates. Critical focusing is accomplished with the ground-glass screen and magnifier included with the Accessory Back. Extension Units and Special Assemblies also convert it to a view camera or copying camera. These features, plus automatic film stop and double-exposure prevention . . . automatic shutter cocking . . . body release . . . and special die-cast aluminum alloy construction, make it a truly extraordinary camera. Fully equipped, the Medalist II takes all films . . . the entire line-up of Kodak emulsions . . . rolls, packs, sheets, plates . . . both black-and-white and color. With case, $312.50, including Federal Tax.



LENS ATTACHMENTS

COLOR and haze filter, Pola-Screens, Portra Lenses, lens hood, and other special attachments can be added. The Adapter Ring Insert supplied with the Medalist accepts Series VI attachments. The Master View accepts Kodak Combination Lens Attachments of the VI, VII, or VIII Series, depending on the lens size.

Prices subject to change without notice. Consult your Kodak dealer.

NOW, TO COMPLETE THE PICTURE ➡

Kodak
TRADE-MARK

To Make Every Exposure Count... Know ALL Your Kodak Films

ALL Kodak films are good. You know that already. But which Kodak films are best for the pictures you normally take? Which ones will give you the best combinations of basic qualities—adequate speed, color sensitivity, fineness of grain, resolving power, exposure latitude, and density scale for your printing requirements? Which Kodak films should you choose to meet special photographic situations? Which is next-choice when your favorite film for a given purpose is not available? What are the primary factors in selection?

You should know the answers to these questions—and here, to help you, is a two-part guide. First, a discussion of the general characteristics that appear in all films. Second, a chart showing specifically how these characteristics appear in each of the basic Kodak black-and-white films, as well as each film's normal field of use.

NEW—THE KODAK MASTER PHOTOGUIDE

To get top quality from any film—monochrome or color—in any situation—use the new Kodak Master Photoguide.

Barely a handful, it's a quick-check library of photo data—*plus* every computing aid you need in the field. Basic exposure tips, special situations, film data, flash guide numbers. Fast-action dial calculators for daylight shots, flood, flash, field depth, and effective aperture. A set of four contrast viewing filters. Filter and Kodak Pola-Screen data. Data for close-ups, subjects in motion, field depth computing, and much more.

It's indispensable. The price, $1.75.

1. SPEED. This is a film's general or total sensitivity to light—usually daylight, or tungsten light such as photoflood or photoflash. Some films are extremely "fast"; others are "slow." Some have high sensitivity to photoflood light; others are "slow" to tungsten, even though fast in daylight. Extra speed is necessarily accompanied by some increase in graininess and some loss in resolving power. Therefore, medium-speed and slow films are better when big enlargements are planned, and top speed is not essential. High-speed films are better when you anticipate difficult lighting conditions, or fast action which will require maximum shutter speeds. For all-around use, a fine-grain film such as Kodak Plus-X (half the speed of Super-XX) is a judicious choice. Exposure indexes, daylight and tungsten, for the basic films are given in the chart below.

2. COLOR SENSITIVITY. This, basically, is a measure of a film's ability to reproduce a colorful subject in faithful black-and-white tone values. Kodak panchromatic films closely approximate ideal reproduction. Even without filters, their response is very near to normal visual sensitivity; and for critical scientific work, appropriate filters yield almost perfect tonal matching. All orthochromatic films reproduce blues too light, and reds too dark, but in many situations this departure from accuracy can be utilized to advantage; for example, many professional photographers will use nothing but ortho film for portraits of men. Infrared film, used with the proper filter to suppress its blue-light sensitivity, responds only to invisible infrared radiation.

3. GRAININESS. This determines a film's ability to yield pleasing enlargements,

KODAK FILM	KODAK VERICHROME	KODAK PLUS-X
AVAILABLE IN	Rolls (all sizes)	Rolls 35mm. and Bantam
DAYLIGHT INDEX	50	50
TUNGSTEN INDEX	25	40
COLOR SENSITIVITY	Orthochromatic	Panchromatic
GRAININESS	Fine	Fine
RESOLVING POWER	95 lines per mm.	95 lines per mm.
EXPOSURE LATITUDE	Wide	Wide
FIELDS OF USE (Any of these films except Kodak Infrared can be used as an all-purpose film, but each excels in the field indicated.)	General outdoor use; night photography with photoflash. Reproduces flesh tones beautifully under artificial light. Effective for close-ups of men because Ortho materials tend to strengthen character lines. This is a top-quality film that more advanced amateur photographers should know.	An all-around film. High speed and fine grain provide good negatives under adverse light conditions. Low graininess and high resolving power allow big enlargements without grain. Its "Pan" sensitivity smooths out skin texture and contours, for good close-ups of women. Extra speed and color sensitivity make it ideal for most outdoor shots too.

without a coarse "sandpaper" texture. Grain varies with speed; and the fineness of grain in even the most rapid Kodak films is a tribute to modern emulsion research. Plus-X is the all-around choice for good exposure speed and excellent enlargements from small negatives. Kodak Super-XX and Super Panchro-Press, Type B, are correct choices where higher speed is essential, and extreme enlargement is not contemplated. In all cases, correct development in a suitable developer is essential if the inherent fine grain of any film is to be preserved. Incorrect developers, forced development, or varying temperatures during development, will coarsen film grain. So will gross overexposure and underexposure, for these compel the use of "hard" papers that emphasize the "grain pattern."

4. RESOLVING POWER. This is a measure of a film's ability to record fine detail. It is commonly stated as the number of lines per millimeter that can be photographed and distinguished clearly in a test negative, exposed in a special camera to a test object with a 30-to-1 brightness range. In practical operation, resolution of detail is limited by many factors, including exposure; either underexposure or overexposure reduces detail. Resolving power is high in all the films listed, and is more than ample to cover all requirements of pictorial detail; it ranges from 80 lines for Super Panchro-Press, Type B, up to 100 lines for Panatomic-X. Obviously, this is not a primary factor in choosing between Kodak films.

5. EXPOSURE LATITUDE. This is a measure of the film's ability to yield satisfactory negatives when the exposure is more or less than that recommended for a given set of conditions. All the Kodak films listed here have ample latitude to take care of reasonable errors in computing exposure, as well as normal camera shutter variations resulting from age, wear, and temperature. However, even though high latitude is built into these films, you should remember that the recommended exposures are computed for the ideal portion of the film's tone-reproduction curve.

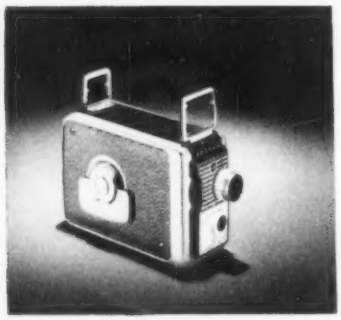
Subjects with very deep shadows and very brilliant highlights place special demands on film latitude. Kodak films will reproduce such subjects in full tonal range, *and this full-scale reproduction of high-contrast subjects is an important index of Kodak film quality.* As a practical matter, when prints of top quality are to be made on paper, the density scale of the negative should match the exposure scale of the print paper (which is fixed and unalterable). Such matching is achieved through subject selection and correct lighting; where these cannot be controlled, the procedure is to select paper whose exposure scale (as indicated by numerical grade or "hard" or "soft" rating) most nearly matches the negative's density scale. The happy combination of wide exposure latitude and long undistorted tonal scale makes Kodak films ideal for the production of consistently fine work.

6. CONTRAST. An essential trait is the film's ability to produce negatives with a tonal range, light to dark, which will yield good prints. All the films here listed are designed to produce, with normal exposure of a normal-contrast subject and normal development in a recommended developer, negatives which will print properly on a "normal" paper grade.

The emulsions are also designed to permit reasonable control in development, when it may be necessary to reduce or increase the density scale so that it teams better with a particular enlarger or printer, or to adjust the scale to a particular paper, or achieve a specific density range in color-separation work. Such selective control is of course usually feasible only with sheet or pack films; and, if it is carried to excess, tonal relationships necessarily suffer. However, this susceptibility to development control is a valuable feature of Kodak films, even if you rarely utilize it.

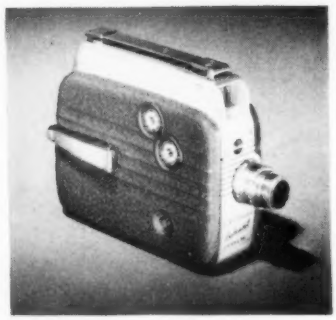
There are other film characteristics—but these are the basic six for film selection. And here, clearly charted, you see how they are combined in six famous Kodak films. In this chart, there is a combination to fit any field of picture taking that interests you, any problem you are likely to meet in that field, and any type of camera (roll, sheet, or miniature) that you prefer. Since each picture is a chain of relationships, from exposure through development and through the enlarger to the final print, it is wise to choose one basic film and *master* its use—learn its behavior so thoroughly that you can derive all the quality Kodak puts into it, learn how it responds to correct processing, learn which papers respond most happily to its negatives. Then you can readily adapt to the other films when need arises—and you should be familiar with them all.

KODAK PANATOMIC-X	KODAK SUPER-XX	KODAK INFRARED	KODAK SUPER PANCHRO-PRESS, TYPE B	KODAK FILM
Sheet Film	Rolls and Film Packs 35mm. and Bantam Sheet Film (all sizes)	35mm. Sheet Film (all sizes)	Sheet Film	AVAILABLE IN
32	100	(See footnote)	125	DAYLIGHT INDEX
25	80	8	100	TUNGSTEN INDEX
Panchromatic	Panchromatic	Blue* and Infrared	Panchromatic	COLOR SENSITIVITY
Very Fine	Moderate	Moderate	Moderate	GRAININESS
100 lines per mm.	90 lines per mm.	80 lines per mm.	80 lines per mm.	RESOLVING POWER
Wide	Wide	Wide	Wide	EXPOSURE LATITUDE
Basic for use where top-quality high-ratio enlargements are planned, and high speed is not essential; for architectural shots when extreme detail is desired; good for copy work and negatives leading to photomurals and the like.	Combines high speed with complete color sensitivity. Fine for fast-action shots, indoors or out. Gives fully timed negatives under difficult light conditions. Also useful for portraiture, commercial, and illustrative work. Sheet film is ideal for color separation negatives.	*Use with red filter, such as Wratten No. 25A, to suppress blue sensitivity and atmospheric haze. Wonderful for distant landscapes and dramatic effects such as brilliant white clouds against dark skies. Excellent for architectural subjects. Average sunny-day exposure, distant scenes, 1/25 at f/8; nearby subjects, 1/10 at f/6.3.	Ideal for press, portrait, and commercial photography with daylight, tungsten, fluorescent, or Kodatron illumination. Its color balance is especially good for photoflash close-ups of people.	FIELDS OF USE (Any of these films except Kodak Infrared can be used as an all-purpose film, but each excels in the field indicated.)



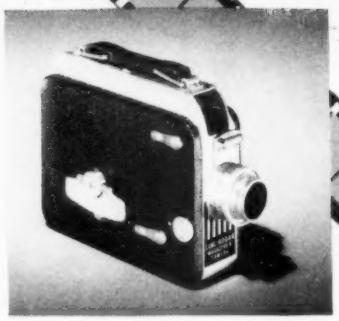
Brownie Movie Camera

This new camera brings to 8mm. movies a simplicity and economy comparable to that the Brownie box cameras brought to snapshots. Its prefocused f 2.7 lens and sprocketless loading make for easiest movie making . . . its low price and real film economy cut costs w-a-y down. The price—only $47.50.



Cine-Kodak Reliant Camera

Another economical 8mm. movie maker, available in a choice of two models. Both offer easy, sprocketless loading; built-in exposure guide; "slow motion." Both accept telephotos . . . both can be converted for wide-angle filming. With prefocused f 2.7 lens, $79 . . . with faster, focusing f 1.9 lens, $97.50.



Cine-Kodak Magazine 8 Camera

Handiest to use of all 8mm. cameras, it loads in 3 seconds with film in pre-threaded magazines. Makes slow-motion movies . . . takes telephotos. Built-in guide solves all exposure problems, indoors and out. The "Magazine 8" with prefocused f 2.7 lens, $127.50 . . . with focusing f 1.9 lens, $147.50.

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From the new "Brownie," for those looking for the utmost simplicity and economy in movie making . . . to the superb Cine-Kodak Special II, acknowledged camera leader among expert cinematographers—one of these Kodak movie cameras is ideally suited to your purposes. See them all . . . and make your selection . . . at your Kodak dealer's.

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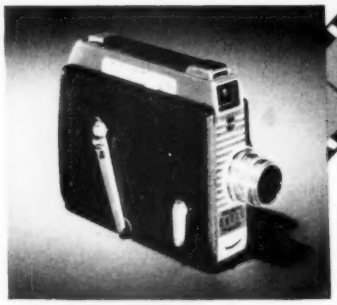
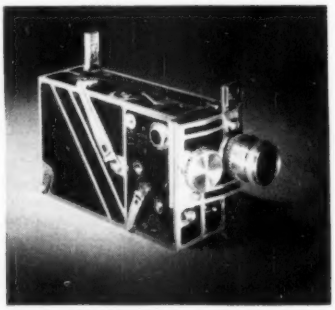


Cine-Kodak Royal Magazine Camera

Here's a new camera that really has everything. Superb Kodak Cine Ektar f 1.9 Lens makes large, sharply detailed 16mm. movies. Magazine load, single-frame release, exposure guide, enclosed finder that's adjustable for any of 11 accessory lenses. $192.50.



Cine-Kodak Special II Camera

This most versatile of all 16mm. cameras has every control needed for such special effects as fades, dissolves, mask shots, multiple exposures, and many others. Comes with either an f 1.9 or f 1.4 Ektar Lens . . . and a 100- or 200-foot film chamber. From $898.50.

Kodak
TRADE-MARK

NOTES
ON THE PICTURES

PAGE 56

The high-angle shot of the Empire State Building which introduces this pictorial feature was taken from a plane in 1934 with a 7x9 Fairchild camera and a 12-in. lens. Exposure, on Kodak Super-XX film, was 1/200 second at *f*/11. The camera was hand held. The photographer who snapped this shot was a member of a National Guard observation squadron based on Staten Island.

PAGE 57

Gita Lenz of New York took her shot of the world's tallest building with a 2¼x2¼ Ciro-flex and an 85-mm Wollensak *f*/3.5 lens. Exposure for this prize-winning shot in the 1950 POPULAR PHOTOGRAPHY Picture Contest was 1/50 second at *f*/11 on Ansco Superpan Press film. The photographer is an amateur who has been doing camera work for only two years. During enlarging she burned in the upper left corner of the map and the image of the Empire State Building to give the print better tone and definition.

PAGE 58

Sky High, Wellington Lee's outdoor ballet shot, was taken on a hilltop in New York City. The camera used was a 4x5 Anniversary Speed Graphic equipped with a 5½-in. Zeiss Tessar *f*/4.5 lens. Exposure, through a medium-yellow filter, was 1/200 second at *f*/11 on Kodak Super Panchro-Press Type B film. Besides the natural light falling on the scene, Lee used flash to brighten shadow areas. The models who posed are Alicia Krug and Boris Runiman. This excellent photograph was a prize-winner in the 1950 contest.

PAGE 59

Dance in the Dark, another ballet shot by Wellington Lee, was made with a 4x5 Speed Graphic and a 5½-in. Zeiss Tessar *f*/4.5 lens. Exposure was 1/25 second at *f*/4.5. Lee took this shot—a prize winner in the 1950 contest—on Kodachrome Professional Type B film. He then made a black-and-white negative from the color transparency on Kodak Portrait Panchromatic film. From the negative he produced the print which appears on this page.

PAGE 60

I Thee Wed, by Anthony Mario, Jr., was taken in St. Peter's Church, Rome, N. Y. The camera used was a 2¼x3¼ Speed Graphic equipped with a 101-mm Kodak *f*/4.5 lens. Exposure, on Kodak Super-XX film, was ½ second at *f*/8. Illumination was provided by the lights of the church and a speedlamp at the camera. Mario rested his camera on the floor when he made this interesting shot—a 1950 contest winner. When printing the picture, he burned in the foreground.

PAGE 61

And One for the Bridesmaid was taken in Detroit by Joe Clark. He used a 2¼x2¼ Rolleiflex equipped with a 75-mm Zeiss Tessar *f*/3.5 lens. Exposure, for this fine candid shot, was 1/250 second at *f*/16 on Kodak Super-XX film. In addition to natural light, Clark employed one flashbulb. The young lady being kissed by the groom is one of the bride's attendants. This picture won a prize in the 1950 contest.

PAGE 62

Philip Stearns' fine figure study was made in the Bahamas. The photographic equipment consisted of a 2¼x2¼ Automatic Rolleiflex, a 75-mm Zeiss Tessar *f*/3.5 lens, and a medium-yellow filter. Exposure, on Kodak Plus-X film, was 1/100 second at *f*/11.

Andre de Dienes' appealing photograph of a bathing beauty was taken at Jones Beach, Long Island, N. Y. The camera used was a 4x5 Series D Graflex equipped with a 180-mm Zeiss Tessar *f*/4.5 lens. Exposure, through a light-yellow filter, was 1/30 second at *f*/16 on fast panchromatic film. Lovely Gregg Sherwood is the model.

PAGE 63

Bradley Smith's interesting high-angle shot of a swimmer was taken with a 2¼x2¼ Automatic Rolleiflex and a 75-mm Zeiss Tessar *f*/3.5 lens. Exposure, on Kodak Super-XX film, was 1/25 second at *f*/5.6.

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Talking about Movies

•

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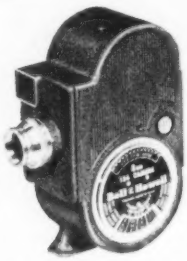

For instance, take the 134-U. . .

. . . it has an extra fine Filmocoted ½-inch f/2.5 lens. The rotary disc shutter gives *maximum* and *uniform* exposure. Four speeds are governor controlled for entire length of film run. Has built-in exposure guide, accurate film footage indicator, quick-change lens mount and simple "drop-in" loading. Yes, it's every inch a Bell & Howell for $99.95.

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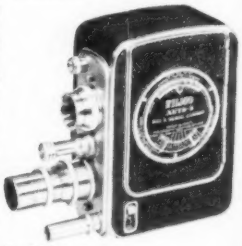
. . . features convenient magazine loading. It also has 5 operating speeds (including true slow motion), positive type viewfinder, single frame release, exposure guide, film footage indicator. That's a *real camera!* With ½-inch f/2.5 Filmocoted lens, $139.95.



But the man who owns the Auto-8. . .

. . . has all the advantages of the 172-B camera, plus the versatility offered by *instant* lens change. The quick-turn 2-lens turret has lens-matching positive type viewfinders and a critical focuser. With this camera there's no excuse for anything "getting away" . . . with the right lenses you're ready for anything. With ½-inch f/2.5 Filmocoted lens, $169.95.

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POPULAR

PHOTOGRAPHY

1951

DIRECTORY OF PHOTOGRAPHIC EQUIPMENT

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1951 DIRECTORY OF PHOTOGRAPHIC EQUIPMENT

This Directory, the largest and most popular of its kind ever published, confines its listings primarily to photographic equipment for the amateur.

The Directory was compiled by the editors of POPULAR PHOTOGRAPHY, who relied on information furnished by the manufacturers and distributors of the equipment. The properties ascribed to the various items are those claimed by the manufacturers and distributors themselves. All data given and prices quoted are as of March 1, 1951 and are subject to change.

Limitations of space prohibited detailed listing of some types of equipment. Classified under the heading of "Miscellaneous Equipment" will be found a condensed Directory covering items not described in detail. Further information on any items may be obtained by contacting photo dealers or the manufacturers or distributors themselves.

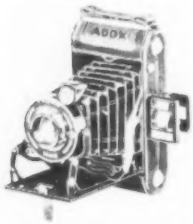
★ **ADDRESSES OF MANUFACTURERS AND DISTRIBUTORS ARE LISTED ON PAGE 185.** ★

STILL CAMERAS

ADOX ADRETTE II

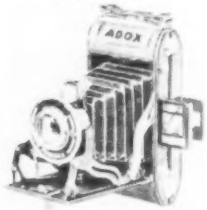
Cartridge 35 mm; 36 exposures, 1x 1¼; 50-mm Schneider lens; shutter speeds from 1 to 1/500 sec., T & B; eye-level finder; scale and manual focusing. Price, with f/2 Schneider Xenon lens in Compur Rapid shutter, $85; with Xenar f/2.8 lens in Compur shutter, $72; with Schneider Radionar f/2.9 lens in Prontor Flash shutter with built-in synchronization and delayed action, $50. All prices include tax. Eveready case, $5.50.

ADOX I



Roll film size 120; 8 exposures, 2¼x3¼ or 16 exposures 1⅝x2¼; 4¼-inch Schneider Radionar f/4.5 lens in Vario shutter with speeds from 1/25 to 1/100 sec., T & B; eye- and waist-level finders; manual focusing; film mask; body release. Price, $39.50 including tax. Case, $6.75.

ADOX II



Similar to Adox I except has Prontor II shutter with speeds from 1 to 1/200 sec., T & B; built-in synchronization; delayed action. Price, with 4¼-inch Schneider Radionar f/4.5 lens, $56.50; with 4¼-inch Xenar lens, $65. Price includes tax; eveready case, $6.75.
DIST., Camera Specialty Co.

ALPA REFLEX ALPAX MODEL

Single-lens miniature reflex; 35-mm film size; 20 or 36 exposures, 24x36 mm; coated 50-mm Alfinon Anastigmat f/2.8 lens; depth of field scale;

focal-plane shutter with speeds from 1 to 1/1000 sec., T & B; lens set in bayonet mount; built-in synchronization for all lamps; eye- and waist-level finders; reflex and coupled rangefinder focusing; exposure counter; device to permit double exposing. Price, $239.50 plus tax; eveready case, $12; regular case, $10.80.

ALPA PRISMA-REFLEX PRISMAX MODEL

Same as Alpax model, except that it has a prismatic eye-level finder; 50-mm f/2.8 coated Alfinon Anastigmat lens. Price, $337, including tax; eveready case, $13.20. Primitax Model available with 50-mm f/1.8 coated Angenieux Anastigmat lens. Price, $435.50; eveready case, $13.20.

ALPA REFLEX ALITAX MODEL

Similar to the Alpax model except that it is equipped with a coated 50-mm Angenieux Anastigmat f/1.8 lens which stops down to f/22. Price, $327 plus tax. Lenses available for Alpa cameras: 35-mm Alfinar f/3.5 wide-angle lens; 75-mm Alsetar f/3.5 lens; 90-mm Alportar f/2.5 lens; 135-mm Alogar f/3.5 lens; 180-mm Alefar f/4.5 lens; 300-mm Telekillor f/5.6 lens; and 500-mm Fototel f/6.3 lens.
DIST., Heitz & Lightburn.

ANSCO FLASH CLIPPER

Roll film size 616; 16 exposures; 2 1/16x2¼ size; fixed focus; double lens; single-leaf shutter; built-in synchronization; eye-level viewfinder; built-in yellow filter. Price, $14.85 including tax. Accessories include eveready case at $3.25.

ANSCO PIONEER 16

Roll film size 616; 8 exposures, 2¼x2¼ size; single f/14 lens; fixed focus; single-leaf shutter; eye-level finder; built-in synchronization. Price, $9.90 including tax. Flash attachment available as accessory.

ANSCO REDIFLEX

Roll film size 620; 12 exposures; 2¼x2¼ size; double f/11 lens; fixed focus; single-leaf shutter; built-in yellow filter; built-in synchronization; reflex-type finder. Price, $12.95. Accessories include flash attachment, two types of eveready cases.

ANSCO AUTOMATIC REFLEX

Roll film size 120; 12 exposures 2¼x2¼; 2-lens reflex; 83-mm coated anastigmat f/3.5 lens; depth of field scale; set-and-release-type shutter; speeds from 1 to 1/400 sec. and B; built-in synchronization; eye-level and reflex-type finders; focusing scale; ex-

posure counter; automatic film transport; double exposure prevention device; lever for taking multiple exposures; dual focusing controls; depth of field guide. Price, $195 including tax; also available without synchronized shutter $175; eveready case, $12.50. Accessories include filters, lens shade.

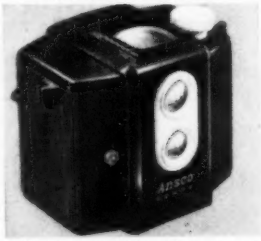
ANSCO PIONEER 20

Roll film size 620; 8 exposures; 2¼x3¼ size; same features and equipment as Pioneer 16. Price, $8.90 including tax.

ANSCO CRAFTSMAN CAMERA KIT

Rollfilm size 120; 8 exposures 2¼x3¼; fixed focus f/14 lens; rotary shutter; waist-level viewfinder; supplied as a home construction kit, with all component parts, ready to be assembled; instructions furnished. Price $3.50, including tax.

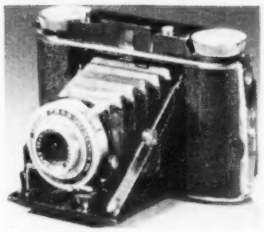
ANSCO PANDA



Roll film size 620; 12 exposures; 2¼x2¼ size; single f/14 lens; fixed focus; rotary shutter; speed 1/50 sec.; reflex-type finder. Price, $4.54 including tax. Eveready case, $1.10.

ANSCO f/6.3 SPEEDEX

Roll film size 120; 12 exposures, 2¼x2¼; self-erecting folding camera; coated 90-mm Ansco Anastigmat f/6.3 lens in Automatic shutter with speeds from 1/25 to 1/100 sec., T; built-in synchronization; built-in eye-level finder; helical focusing; body release.

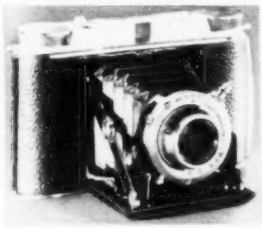


Price, $39.50 including tax. Eveready case, $6.75.

ANSCO SHUR SHOT

Roll film size 120; 8 exposures 2¼x3¼; single f 14 lens; rotary shutter with 1/50 speed; waist-level finder; fixed focus. Price, including tax, $3.95.

ANSCO TITAN



Roll film size 120; 12 exposures 2¼x2¼; 90-mm coated anastigmat f/4.5 lens with depth of field scale; set-and-release-type shutter; speeds from ½ to 1/400 sec., with time and bulb; built-in synchronizer; eye-level finder; scale and helical focus. Price, $69.50 including tax; eveready case, $7.50.

MFR., Ansco.

APLAX MODEL 35

Cartridge 35 mm; 36 exposures, 1x1½"; miniature camera; 50-mm coated f/1.9 Foca lens; depth of field scale; focal plane shutter, speeds from 1/10 to 1/1000 sec., T & B; built-in synchronization; eye-level finder; helical focus; coupled rangefinder, 1 window for range- and viewfinders; hyperfocal distance table. Price, with eveready case, $295.

APOLLO

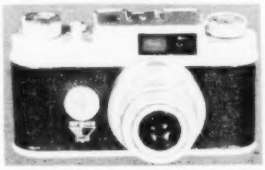
Roll film size 120; 16 exposures, 4¼x6 cm; self-erecting type; coated 75-mm Westler Anastigmat f/3.5 lens; shutter speeds from 1 to 1/200 sec., T & B; delayed action self timer built in below front lens; built-in eye-level finder; body release; depth of field scale; accessory clip. Price, with eveready case, $39.95 including tax.

DIST., General Photographic Supply Co.

ARGUS C-4

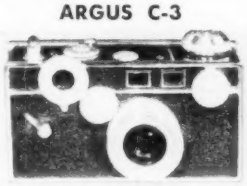
Cartridge 35 mm; up to 36 exposures, 1x1½"; 50-mm f/2.8 coated Argus Cintar anastigmat lens; behind-the-lens shutter, 1/10 to 1/200 sec., & B; combined rangefinder and viewfinder, super-imposed image type; built-in flash synchronization with 5 and 20-ms. adjustments; exposure counter; finger-tip focusing, 3 feet to infinity; automatic shutter cocking; double-exposure and skip-frame prevention device. Price on request. Accessories include eveready case, clip-on flash unit with bayonet adapter, supplementary lenses, filters, lens shade, flash extensions.

ARGUS 21



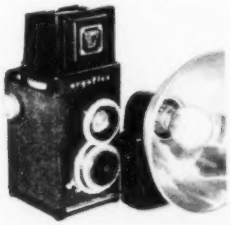
Cartridge 35 mm; up to 36 exposures 1x1½"; 50-mm coated Cintar anastigmat f/3.5 lens; behind-the-lens shutter, 1/10 to 1/200 sec., & B.; built-in synchronizer for all flashbulbs at all speeds; eye-level finder; manual and helical focusing; exposure counter; "Markfinder" view-finder, automatic shutter cocking, double exposure and skip frame prevention. Price, $59.50 including tax; carrying case, $7.00. Flash unit, $10.00. Accessories include slip-on lenses, filters, lens shade and flash extension.

ARGUS C-3



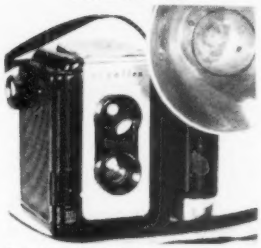
Cartridge 35 mm; up to 36 exposures 1x1½"; 50-mm coated Cintar anastigmat f/3.5 lens; behind-the-lens shutter, 1/10 to 1/300 sec., & B; built-in synchronizer; eye-level finder; coupled rangefinder; exposure counter; film indicator. Price, $66.50 including tax, flash unit, and carrying case. Accessories include slip-on lenses, filters, and lens shade.

ARGUS EF



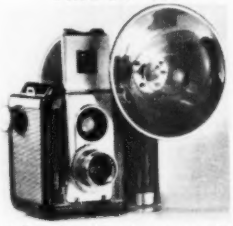
Roll film size 620; 12 exposures, 2¼x2¼; coated 75-mm Varex f/4.5 taking lens geared to f/4.5 viewing lens; critical focus magnifier; shutter speeds from 1/10 to 1/200 sec., T & B; built-in flash synchronization; depth of field guide; eye-level sports finder. Price, $59.50 including tax; eveready case, $7.00; flash unit, $10.00. Accessories include slip-on lenses, filters, flash extension, lens shade.

ARGUS 75



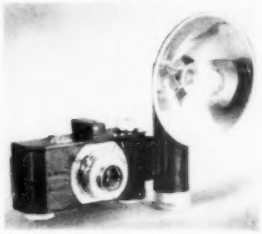
Roll film size 620; 12 exposures, 2¼x2¼; fixed-focus f/13 taking lens; reflex viewfinder with folding metal hood; I & T shutter speeds; body release; built-in synchronization; double exposure prevention device. Price, $14.89 including tax; flash unit, $4.08; carrying case, $2.50. Accessories include slip-on lenses, filters, lens shade.

ARGUS 40



Roll film size 620; 12 exposures, 2¼x2¼; coated 75-mm anastigmat f/4.5 taking lens; waist-level finder; reflex focusing; shutter speeds from 1/25 to 1/150 sec., B; double exposure prevention device; voluntary double exposure arrangement; built-in synchronization; body release; eveready case. Price, $39.95; eveready case, $4.95; flash unit, $4.08. Prices include tax.

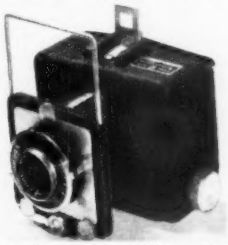
ARGUS FA



Cartridge 35 mm; up to 36 exposures, 1x1½"; f/4.5 coated Cooke-type triplet anastigmat lens; Compur-type shutter, 1/25 to 1/150 sec., T & B; built-in flash synchronization; eye-level finder; two-position zone focusing; exposure counter. Price, $29.95, including tax; plug-in flash unit, $4.08; eveready case, $5.50.

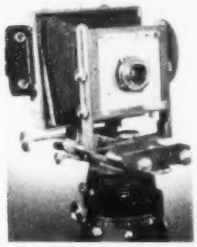
MFR., Argus Cameras, Inc.

BACO PRESS CLUB



Sheet film, packs, 2¼x3¼; optional 3½ or 4½-inch lens; collapsible wire frame type finder; groundglass, scale focusing; camera will take new 8-inch Raptar in Rapax shutter. Price, without lens, $29.50 including tax. Accessories include interchangeable lenses, tubular viewfinder, slip-on lenses, filters, film adapters, lens shade.

BACO 4x5 DELUXE PRESS VIEW



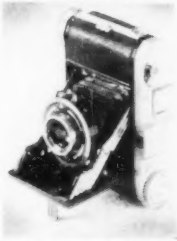
Sheet film packs, 4x5; optional lens equipment; 22" bellows extension; fully revolving groundglass back; rising and falling, swinging and tilting lens board. Price less lens, $59.50; no excise tax. Accessories include various tubular finders; deluxe case which takes 12 - 4x5 holders, flashgun, extra lens, etc., $52.50.

MFR., Baco Accessories Co.

BALDA

Folding camera; rollfilm size 120; 8 exposures, 2¼x3¼, or 16 exposures, 1⅝x2¼; 100-mm f/4.5 coated Radionar Anastigmat lens; Prontor S shutter, 1 to 1/300 sec., & B; body shutter release; delayed action timer; built-in flash synchronization; eye-level and waist-level finders; manual focusing; depth of field scale. Price on request.

BALDINETTE



Folding 35 mm; up to 36 exposures, 1x1½"; 50-mm f/3.5 coated Radionar Anastigmat lens; depth of field scale; Prontor S shutter, 1 to 1/300 sec., & B; built-in flash synchronization; delayed action timer; double-exposure prevention device; body shutter release; eye-level finder; manual focusing. Price on request.

BALDINI

Folding 35 mm; up to 36 exposures,

1x1½; 50-mm f/3.5 coated Baldanar Anastigmat lens; depth of field scale; Prontor S shutter, 1 to 1/300 sec., & B; delayed action timer; built-in flash synchronization; eye-level finder; manual focusing; body shutter release. Price on request.
DIST., Kling Photo Supply Corp.

BEACON TWO-TWENTY FIVE

Roll film size 620; 12 exposures, 2¼x2¼; 70-mm coated Doublet f/12.5 lens in reticular-type shutter with 1 & T speeds; aperture stops down to f/18;

built-in synchronization for Class M lamps; built-in eye-level finder; fixed focus. Price, $14.95 including tax; flash unit and filter-lens—lens shade kit available as accessories.

BEACON II

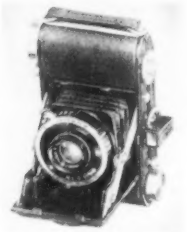
Roll film size 127; 16 exposures, 1¼x1⅝; 46-mm 2-element color corrected Whitar f/11 lens; all surfaces coated; 2-blade reticular shutter, 1/50 sec. and B speeds; built-in synchronization; eye-level finder; fixed focus. Price, $9.95 including tax. Flash attachment, $4.95; eveready case, $2.50 filter-portrait kit, $3.25.
MFR., Whitehouse Products, Inc.

BELFOCA

Folding; rollfilm size 120; 8 exposures, 2¼x3¼; f/4.5 coated anastigmat lens; depth of field scale; Prontor shutter, 1/25 to 1/200 sec., & B; built-in flash synchronization; delayed action timer; body shutter release; eye-level and waist-level finders; manual focusing, with provision for zone focusing. Price, $34.50, including tax; case, $6.

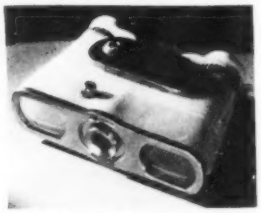
BELTICA

Folding 35 mm; all-metal construction; up to 36 exposures, 1x1½; f/2.9 coated Meritar or f/3.5 T-coated Zeiss Tessar lens; depth of field scale; synchronized Ovus shutter, 1 to 1/200 sec., T & B, or Compur Rapid shutter, 1 to 1/500 sec., & B, with built-in flash synchronization; exposure counter; eye-level optical finder; manual focusing. Price, with f/2.9 Meritar lens in Ovus shutter, $55 including tax; with



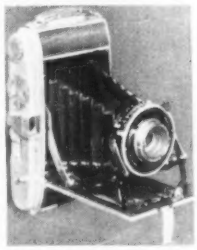
f/3.5 Tessar in Compur Rapid shutter, $75, inc. tax.
DIST., Ercona Camera Corp.

BINOCA



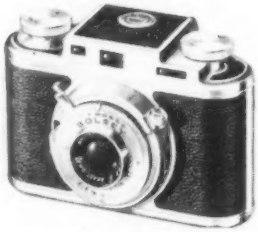
Sub-miniature using 16-mm film in special daylight-loading magazine; camera is included in a 2.5 power binocular; 40-mm f/4.5 lens, acting as telephoto; shutter speeds from 1/25 to 1/100 sec., & B; angle of camera and field of vision of the binocular are in ratio of 5:2; camera takes what binocular sees; camera is automatically focused at infinity at all times. Price, $32.95, including tax. Film available from distributor.
DIST., Random Corp.

BLOC METAL 45



Roll film size 620; 8 exposures, 2¼x3¼; folding-type camera; 105-mm coated Berthoit f/4.5 anastigmat lens in Prontor Compur shutter, speeds from 1 sec. to 1/200 sec., T & B; delayed action; built-in synchronization; depth of field scale; eye-level finder; manual focusing; cable-release lock. Price, with leather eveready sheath, $60. Accessories include interchangeable lens, slip-on lenses, filters, etc.
DIST., General Photographic Supply Co.

BOLSEY MODEL B



Cartridge 35 mm; up to 40 exposures, 24x36 mm; coated 44-mm f/3.2 Wollensak Anastigmat lens; depth-of-field scale; Wollensak 3-blade shutter, speeds from 1/10 to 1/200 sec., T & B; eye-level finder; exposure counter; scale and helical focusing; coupled rangefinder with two windows for range- and viewfinder; extremely small and compact. Price, $61.50 including tax; eveready case, $7.95. Accessories include slip-on lenses, filters, flashgun and synchronizer.

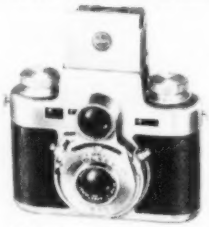
BOLSEY B SPECIAL

Identical to the Bolsey B except that the lens and shutter assembly are instantly removable for interchanging lens and extension rings. Price, $71.25 including tax. Same accessories available.

BOLSEY MODEL B2

Identical to Model B in appearance and equipment; added features include a double-exposure-prevention device, synchronized shutter with internal wiring in the camera; and new screw-on socket for flashgun; depth-of-field scale, and a film-type indicator. Price, $73.50 including tax; eveready case, $7.95.

BOLSEY MODEL C TWIN LENS REFLEX

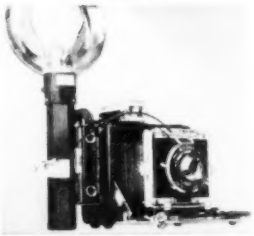


Cartridge 35 mm; up to 40 exposures, 24x36 mm; 44-mm coated f/3.2 Wollensak Anastigmat lens; depth of field scale; 2-lens reflex camera; Wollensak shutter, speeds from 1/10 sec. to 1/200 sec., T & B; synchronized shutter with internal wiring in camera; reflex focusing and helical focusing; coupled rangefinder; two windows for range- and viewfinder; double exposure prevention device; exposure counter; depth-of-field scale; film speed indicator; film-type indicator. Price, $109.50 including tax; eveready case, $9.50.
MFR., Bolsey Corp. of America.

BOWER-X

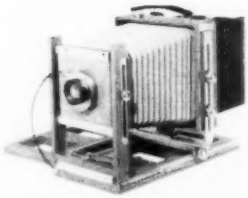
Rollfilm size 120; 8 exposures, 2¼x3¼, or 16 exposures, 1⅝x2¼; f/4.5 coated Schneider Radionar lens; synchronized Vario shutter, 1/25 to 1/200 sec., & B, or Prontor S shutter, 1 to 1/250 sec., & B, built-in synchronization, and delayed action timer; camera automatically locks for picture size being used; eye-level and waist-level finders; self-erecting front; body shutter release, cable release socket; leather bellows. Price, with Vario shutter, $34.50 including tax; with Prontor S shutter, $43.
DIST., Saul Bower, Inc.

B&J SPEED PRESS 2¼x3¼



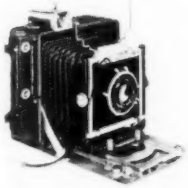
Sheet film, packs, 2¼x3¼; optional lens equipment: 8¼" bellows; double extension; parallax-correcting eye-level finder; swings and tilts on lens board; drop bed; calibrated groundglass with four-sided focusing hood; revolving back. Price, less lens, $69.50; deluxe case, $16.95. Accessories include rangefinder, flash equipment, interchangeable lenses, filters.

B&J COMMERCIAL VIEW 4x5



Sheet film, packs, 4x5; optional lens and shutter equipment; 20" bellows extension; reversible wood back; rack-and-pinion focusing; double extension bellows; calibrated groundglass with four-sided focusing hood; 5¼x5¼" lens board. Price, less lens, $64.50, deluxe case, $10.95. Accessories include reducing back.

B&J SPEED PRESS 4x5



Sheet film, packs, 4x5; optional lens equipment; 13" bellows extension; eye-level finder; revolving back; track lock; all-metal body; all swings and tilts on lens board; drop bed; calibrated groundglass with four-sided focusing hood; focusing scale; 4x4" lens board. Price, less lens, $84.50. Same accessories available as above; price of case the same.
MFR., Burke & James, Inc.

BRAND 17 4x5 UNIVERSAL CAMERA

Sheet film, packs, choice of 4x5, 3¼x4¼, or 2¼x3¼ backs; also 4x5 dividing back; optional lens equipment; takes focal lengths from 3½ to 17 inches; magnesium construction; 17" bellows extension; collapsible wire

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by **Steven Michael**
Rockville Centre, N. Y.
Leica photograph taken with Elmar 50mm. lens at f/11, 1/60 second.

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- ER Case

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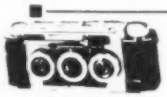

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Leitz Imarect Finder	49.00	34.00	25.00
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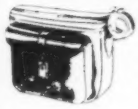
35mm F3.5 W.A. Summaron Cts.	123.20	94.00	75.00
135mm Hektor F4.5 Ctd.	175.00	109.00	80.00
Contax IIA, F2 Ctd. Sonnar	385.00	255.00	210.00
Contax S, F2T Ctd. Biotar	475.00	285.00	240.00
Univex Mercury F3.5		14.50	8.00
Mercury II, F2.7 Ctd.		24.50	18.00
Argus C3, F3.5 Ctd. Flash, Case I	66.50	39.50	30.00
Bolsey B, Rfdr. F3.2 Ctd.	61.50	38.50	28.00
Bolsey C, Reflex, F3.2 Ctd.	109.50	73.50	55.00
Retina 1B F3.5 Ctd. Xenar Synchro	82.50	58.00	45.00
Stereo Realist Camera	162.50	129.00	110.00
Kodak Pony 828, F4.5 Ctd.	29.95	22.00	15.00
Kodak Pony 135, F4.5 Ctd.	34.95	24.00	17.00
Kine Exacta I, F3.5 Tessar		89.50	75.00
Kine Exacta II, F2 Ctd. Biotar & Case	179.50	149.50	110.00
Rectoflex F2 Xenon Ctd.	295.00	220.00	160.00
Karton F2 Ctd. Ektar	299.50	129.50	100.00
Minox II Spy Camera, F3.5 Ctd.	74.50	55.00	40.00
Super Ikonta B F2.8 Ctd. Tessar, Synchro	232.00	124.00	100.00
Super Ikonta C F3.5 Ctd. Tessar, Synchro	186.00	119.00	95.00
Medalist I F3.5 Ektar Ctd.		89.00	75.00
Medalist II F3.5 Ctd. Ektar Synchro	321.50	174.00	135.00
Polaroid Camera	89.75	69.50	53.00
Kodak Tourist F4.5 Ctd.	71.00	44.00	34.00
Argoflex E F3.5 Ctd. CC		33.50	25.00

GADGET BAGS



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Leitz Imarect Finder	49.00	34.00	25.00
Leitz hooky Attachment	45.50	32.00	24.00
Bolsey B Rfdr. F3.2 Ctd.	61.50	38.50	28.00
Kodak 35 w. Rfdr. F3.5 Ctd.	86.75	55.00	45.00
Kodak 35 Signet w/Rfdr. F3.5 Ctd. Synchro	95.00		
Ciroflex B, F3.5 Ctd. Alphax	76.98	49.50	38.00
Ciroflex C F3.5 Ctd. Rapax	99.45	64.50	50.00
Ciroflex E, F3.5 Ctd. Rapax Synchro	119.70	87.00	70.00
Ciroflex F, F3.2 Ctd. Rapax Synchro	158.75	114.00	85.00
Ikoflex IIA, F3.5 T Ctd. Tessar	154.00	119.00	90.00
Rolleicord IIA, F3.5 Ctd. Triotar, CC	130.00	79.00	60.00
Rolleicord IIB F3.5 Xenar Ctd. Flash Syncro CC	140.00	105.00	80.00
Auto Rolleiflex IIB F3.5 Xenar Ctd. Flash Syncro CC	235.00	169.00	120.00
Auto Rolleiflex IIB F3.5 Tessar Ctd. Flash Syncro CC	275.00	184.00	140.00
Kodak Reflex II, F3.5 Ctd. CC	154.91	109.00	85.00
3¼x4¼ Super-D Graflex F4.5 Ctd.	239.00	139.00	100.00
2¼x3¼ Ser. B Graflex F4.5 K.A. F.P.A.		49.50	30.00
4x5 Pacemaker Speed Graphic F4.7 Ctd. Flashgun Kalart Rfdr. & Accessories	324.75	199.00	165.00
2¼x3¼ Busch F4.5 Woll. Ctd. Rfdr.	153.25	108.00	75.00
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8mm Revere 88, F2.5 Ctd.	72.50	44.50	30.00
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Weston Master II, Meter	32.50	19.95	14.00

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35mm 20 Exp. Kodachrome	**3.45** per roll
35mm 36 Exp. Kodachrome	**5.40** per roll
120 or 620 Ansco Color	**1.00** per roll
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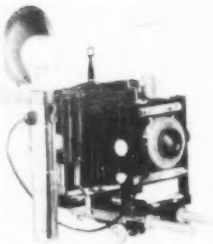


frame-type finder; front and back swing, rise, tilt; drop bed; scale focusing; revolving groundglass back. Price, with split 4x5 Graphic-type dividing back, $105 less lens. Price, with Graflex-type back, $97.50; with Graphic-type back, $95. Accessories: interchangeable lenses, filters, rangefinder, flash, case.

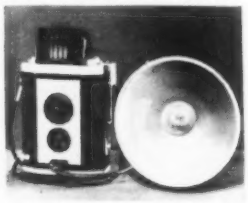
MFR., Brand Camera Co.

BROWNIE FLASH SIX-20 MODEL

Roll film size 620; 8 exposures, 2¼x3¼; meniscus lens; two-position focusing; I & B shutter speeds; enclosed eye-level finder; built-in synchronization. Price, with Flasholder unit, $14.67; without Flasholder unit, $11.75. Tax included in both prices. Close-up attachment and cloud filter available as accessories.

BROWNIE REFLEX—SYNCHRO MODEL

Roll film size 127; 12 exposures, 1⅝x1⅝; meniscus lens; I & B shutter speeds; built-in synchronization; fixed

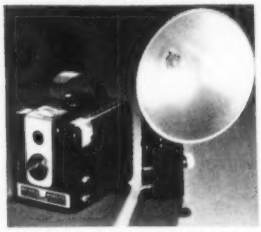


focus; reflex finder. Price, $10.95 including tax; Flasholder, $4.03 including tax. Accessories available include cloud filter and closeup attachment.

BROWNIE TARGET, SIX-20

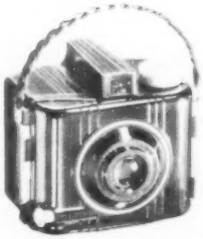
Takes roll film size 620, 8 exposures, 2¼x3¼; meniscus lens, single-action shutter; I & B; waist-level finder; fixed focus. Price, Six-20 model, $5.75 including tax; Six-16 model, $6.95 including tax.

BROWNIE HAWKEYE FLASH



Rollfilm size 620; 12 exposures, 2¼x2¼; 81-mm f/15 fixed focus lens; shutter has speeds which allow it to be used with Class F or Class M flash lamps, and B; shutter release bar flush with camera body; waist-level reflex-type finder. Price, $6.95, including tax. Kodalite Flasholder, with flashguard, $3.65. Close-up attachment available as accessory.

BABY BROWNIE SPECIAL

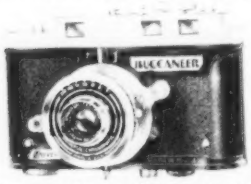


Roll film size 127; 8 exposures, 1⅝x2½; meniscus lens, instantaneous; fixed focus; enclosed eye-level finder; body-type plunger. Price, $2.75 including tax. Close-up attachment and cloud filter available as accessories.

MFR., Eastman Kodak Co.

BUCCANEER

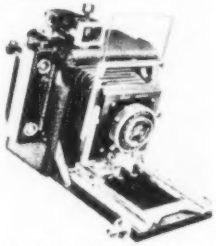
Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm coated anastigmat triplet f/3.5 lens; between-the-lens shutter with speeds from 1/10 to 1/300 sec., T & B; built-in synchronization; exposure counter; exposure guide; built-in extinction-type exposure meter; coupled rangefinder; Film minder. Price, $65 including



tax; eveready case, $7.25. Accessories include filter, etc.

MFR., Universal Camera Corp.

BUSCH PRESSMAN C



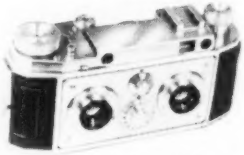
Sheet film, pack, 2¼x3¼; lens equipment optional; 9" bellows; eye-level and collapsible wire frame type finders; groundglass and scale focusing. Takes all standard press camera accessories. Price, less lens, $73.40. Professional case, $36.50.

BUSCH 4x5 PRESSMAN D

Sheet film 4x5, pack 4x5 or 3¼x4¼; compact, all-metal box; available with 127-mm coated Kodak Ektar f/4.7 lens; or 135-mm coated Wollensak Raptar f/4.5 lens in 3 models of Supermatic or Rapax shutters; shutters have built-in syn-

chronization; double extension bellows taper to lens mount; eye-level finder and collapsible wire frame finder with parallax correction on rear sight; groundglass back; manual and scale focusing; coupled rangefinder; combined rangefinder-viewfinder with automatic parallax compensator and electrical focusing beam; revolving back; focusing magnifier; adjustable infinity stops for interchangeable lenses. Price, $89.50, less lens.

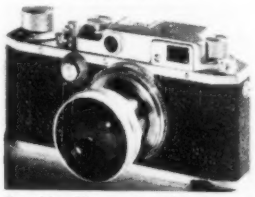
BUSCH VERASCOPE F-40



Cartridge, 35 mm; stereoscopic camera; 21 exposures, 30x24 mm in stereo pairs, or 42 exposures, 30x24 mm in single shots; coated 40-mm Berthiot f/3.5 lens; guillotine-type shutter, speeds from 1 sec. to 1/250 sec., T & B; built-in flash synchronization; eye-level finder; coupled rangefinder focusing; exposure counter; coupled film advance and shutter cocking. Price, $287, inc. tax. All accessories available, including lens shade, filters, and eveready case.

MFR., Busch Camera Co.

CANON II



Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Serenar Anastigmat f/3.5 lens; depth of field scale; focal-plane shutter with speeds from 1 to 1/500 sec., B; built-in eye-level finder; helical focusing; coupled rangefinder with 1 window for range- and viewfinder; film counter; accessory clip. Price, $168.50 including tax; eveready case, $10.50.

CANON IIB

Same as Model II, but is equipped with built-in magnifier for dim-light focusing. Price, $189, including tax; eveready case, $10.50. Model IIB with 50-mm f/1.9 Serenar Anastigmat lens, $249.50, including tax; eveready case, $10.50.

CANON IIC

Same as Model IIB but shutter speeds range from 1 to 1/1000 sec., T & B; built-in flash synchronization for all lamps; f/1.9 lens. Price, $285.45, including tax; eveready case, $10.50.

DIST., C. R. Skinner Mfg. Co.

CIRO-FLEX F

Roll film size 120; 12 exposures, 2¼x2¼; 2-lens reflex; equipped with coated 85-mm Wollensak Raptar f/3.2 lens in Rapax shutter with speeds from 1 to 1/400 sec., T & B; built-in synchronization for all lamps including electronic flash; depth of field scale. Price, $158.75 including tax. Complete line of accessories for all Ciro-flex cameras.

CIRO-FLEX E

Similar to Model F; equipped with coated 85-mm Wollensak Raptar f/3.5 lens in Rapax shutter with speeds from 1 to 1/400 sec., T & B; built-in synchronization for Class F & M lamps. Price, $119.70 including tax.

CIRO-FLEX D

Similar to Model E; equipped with Synchromatic Alphax shutter with speeds from 1/10 to 1/200 sec., T & B; built-in synchronization for Class F & M lamps. Price, $89.50 including tax.

CIRO-FLEX C

Roll film size 120; 12 exposures, 2¼x2¼; 2-lens reflex; 85-mm coated Wollensak Velostigmat f/3.5 lens; depth of field scale; Rapax shutter, speeds from 1 to 1/400 sec., T & B; reflex and scale focusing; eye-level finder. Price, $99.45 including tax; eveready case, $8.50.

CIRO-FLEX B

Roll film size 120; 12 exposures, 2¼x2¼; 2-lens reflex; 85-mm coated Wollensak Velostigmat f/3.5 lens; depth of field scale; Alphax shutter, speeds from 1/10 to 1/200 sec., T & B; reflex and scale focusing; eye-level viewfinder. Price, $76.98 including tax; eveready case, $8.50.

CIRO 35R

Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Wollensak Anastigmat f/4.5 lens in Alphax shutter with speeds from 1/10 to 1/200 sec., T & B; built-in synchronization for Class F & M lamps; built-in eye-

level finder; scale focusing; coupled rangefinder; film counter; accessory clip. Price, $44.95 including tax; eveready case, $6.50.

CIRO 35S

Identical to Model R except is equipped with coated 50-mm Wollensak Anastigmat f/3.5 lens. Price, $49.95.

CIRO 35T

Similar to Model S; equipped with coated 50-mm Wollensak Anastigmat f/2.8 lens in Rapax shutter with speeds from 1 to 1/400 sec., T & B. Price, $98.50 including tax.

MFR., Ciro Cameras, Inc.

CLARUS MS35

Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm coated Wollensak Velostigmat f/2.8 lens; depth of field scale;

focal-plane shutter, speeds from 1/25 to 1/1000 sec. & B; built-in synchronization; built-in viewfinder; helical focusing; coupled rangefinder; exposure counter; hyperfocal distance table; depth of field guide; accessory shoe clip. Price, $116.25 including tax; with Wollensak Velostigmat f/2 lens, $168.50; eveready case, $7.50; wide angle & telephoto lenses available as accessories.
MFR., Clarus Camera Mfg. Co.

CLASSIC 35

Cartridge 35 mm; up to 72 exposures, single-frame 35 mm; 32-mm coated f/4.5 Anastigmat lens; between-the-lens shutter with 1/50 sec. shutter speed; cable release socket for T exposures; arranged for synchronized flash; eye-level finder; fixed focus; film winder cocks shutter preventing double exposures; exposure counter with magnifying glass; exposure guide; lens cover; shutter release flush on body; cannot be operated when lens barrel is retracted. Price, $37.50 including tax.
MFR., Craftmen's Guild.

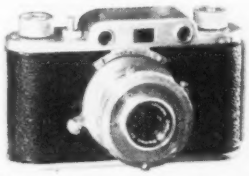
COMPCO REFLEX I

Rollfilm size 620; 12 exposures, 2¼x2¼; single meniscus lens; reflex-type finder; fixed focus; built-in flash synchronization. Price, $7.95, including tax; flash unit, $3; eveready case, $2.

COMPCO REFLEX II

Same as above, but with doublet lens. Price, $9.95. Accessories same as Compco Reflex I.
MFR., Compco Corp.

CONDOR I

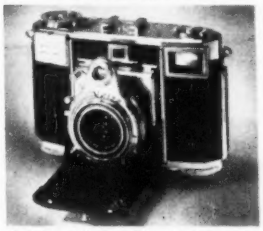


Cartridge 35 mm; up to 36 exposures, 1x1½; coated 2-inch Eliog f/3.5 lens in Iscus shutter with speeds from 1 to 1/500 sec., B; depth of field scale; built-in synchronization for Class F & M lamps; eye-level finder; body release; coupled rangefinder; exposure counter; depth of field guide; eye adjustment for rangefinder. Price, $93 including tax; eveready case, $7.50.
DIST., Director Products Corp.

CONTAX IIA

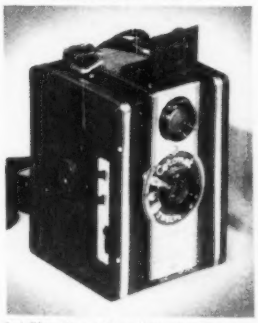
Improved, more compact 1951 model of Contax II; cartridge or spool 35 mm; up to 36 exposures, 1x1½; adaptable to sheet film; bayonet-type lens mount; metal focal-plane shutter with speeds from ½ to 1/1250 sec., B; built-in self timer for 3, 6, 9, and 12-sec. delay; built-in synchronization; film-type indicator; automatic film transport; exposure counter; coupled single-window-type rangefinder; depth of focus guide; tripod socket is now integral part of camera body; made by Zeiss Ikon in the American Zone. Price, with coated 50-mm. f/3.5 Tessar, $308; with coated 50-mm Sonnar f/2 lens, $405; with coated 50-mm Sonnar f/1.5 lens, $476; case, $12. Complete line of accessories available.

CONTESSA 35



Cartridge 35 mm; 20 or 36 exposures, 1x1½; 50-mm f/2.8 coated Zeiss Tessar lens; depth of field scale; combined eye-level rangefinder and viewfinder; built-in photo-electric exposure meter; Compur Rapid shutter, speeds to 1/500 sec., & B; built-in flash synchronization; self-erecting front. Price, $195, inc. tax; eveready case, $11.
DIST., Carl Zeiss, Inc.

CORONET 612



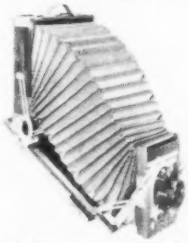
Rollfilm sizes 620 or 120; 12 exposures, 2¼x2¼; 82-mm f/8 meniscus lens; pin shutter, speeds 1/30 sec., T & B; built-in flash synchronization; reflex-type finder; built-in yellow filter. Price, $6.98 including tax.
DIST., General Photographic Supply Company.

DEARDORFF UNIVERSAL TRIAMAPRO 4x5

Plates, sheet film, filmpack, or adaptable to roll film with holders; supplied with standard spring backs; can be adapted to all synchronous flash and rangefinder equipment; 19-

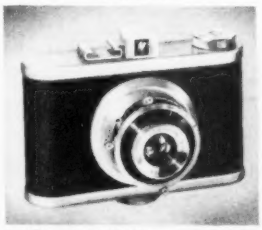
inch bellows; triple extension; lens board rises, lowers, swings vertically and horizontally; double sliding front standard; camera bed rises, lowers, drops completely for wide-angle lenses; separate double extension wide-angle track; metal revolving back; peep sight and wire finder. Price upon request. Fitted case available.

DEARDORFF PRECISION VIEW 4x5, 5x7, 8x10



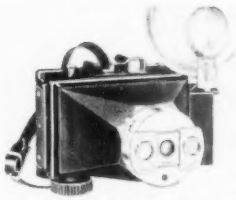
All similarly built except for size; 18" bellows extension on 4x5, 24" on 4x5 Special, 5x7, and 30" on 8x10 model. Prices, without lens equipment, 4x5 model, $174; 4x5 Special, $230, with revolving back, $250; 5x7 model, $230; 8x10 model, $300. No federal tax applicable. 4x5 Special, 5x7, and 8x10 equipped with double-swing front. Available as accessories are carrying cases, reducing, dividing backs, extra lensboards, Packard shutter adapters.
MFR., L. F. Deardorff & Sons.

D'ASSAS



Rollfilm size 120; 12 exposures, 2¼x2¼; 75-mm f/4.5 coated Boyer Topaz Anastigmat lens; Gitzo shutter, 1/25 to 1/200 sec., & B; built-in flash synchronization; eye-level finder. Price, $37.50 including tax; case, $7.
DIST., Mimosa-American Corp.

DOVER DUAL LENS FLASH 620A



Roll film size 620; 16 exposures, 1⅝x2¼; Somco meniscus lens; f/stop and shutter speed synchronized, using 5 lens apertures according to exposure chart on camera; dual lens mount with portrait-type lens and filter included; eye-level finder; built-in synchronization; case included. Price, $11.45.
MFR., Dover Film Corp.

EAGLE EYE 120

Roll film size 120; 8 exposures, 2¼x3¼; 110-mm Zeilar lens; Pho-Tak shutter with I & T shutter settings; plunger-type release; eye-level finder; safety lock on back; all-metal construction. Price, $5.95.
MFR., Pho-Tak Corp.

ELMO FLEX III-B

Roll film size 120; 12 exposures, 2¼x2¼; coated 75-mm Zuiko f/3.5 taking lens and Zuiko f/3.5 viewing lens; Seikosha-Rapid shutter with speeds from 1 to 1/500 sec., B; eye-level finder; reflex focusing; depth of field scale; exposure counter; automatic stop film winding; tripod socket; case. Price, $135.

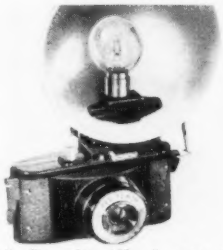
EPOCHS

Sub-miniature using special roll-film size; 10 exposures, 14x14 mm; daylight loading rolls; 20-mm Talent lens with fixed diaphragm opening; shutter speeds, 1/25, 1/50, B; built-in eye-level finder; weighs ¼ pound. Price, with case, $9.75.
DIST., General Photographic Supply Co.

ETARETA CANDID

Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm Etar f/3.5 lens; Etaxa shutter with speeds from 1/10 to 1/200 sec., T & B; lens and shutter in collapsible tube with bayonet lock; built-in eye-level finder adjustable to user's eye; automatic film transport and counter; eveready case. Price, $69 including tax. Accessories include lens shade, filters, etc.
DIST., American Equipment Co.

FED-FLASH



Roll film size 127; 8 exposures, 1⅝x2½; 64-mm achromatic menis-

cus f/15 lens; Federal Flash-matic shutter with 1/40 sec. speed; built-in synchronization; fixed-focus; eye-level finder. Price of camera, $9.95 including tax; flash unit available as accessory for $3 including tax.
MFR., Federal Mfg. & Eng. Corp.

FERRANIA RONDINE

Rollfilm size 127; 8 exposures 1⅝x2½; 75-mm f/8.8 Ferrania Linear coated lens; Ferrania shutter, speeds instant (1/75 sec.) and T; built-in flash synchronization; eye-level and waist-level finders; all-metal construction; choice of five colors in leather covering. Price, $14.50 including tax; eveready case, $3. Ferrania folding flash unit, with battery, $7.20 including tax.
DIST., G. A. Buttafarri.

FLEXARET III

Roll film size 120; 12 exposures, 2¼x2¼; coated 80-mm Mirar f/3.5 taking lens; f/3 viewing lens; Prontor II shutter with speeds from 1 to 1/200 sec., T & B; waist-level and eye-level finder; built-in magnifier; reflex focusing; automatic film transport; automatic lever with folding handle; automatic film counter. Price including eveready case, $79 including tax. Accessories include filters, close-up lenses, lens shade, etc.
DIST., American Equipment Co.

FLEXO REFLEX MODEL II

Twin-lens reflex; rollfilm size 620; 12 exposures, 2¼x2¼; 75-mm f/3.5 Ennar coated anastigmat lens; depth of field scale; Prontor S shutter, 8 speeds to 1/300 sec., & B; built-in flash synchronization; delayed action timer; ground-glass reflex focusing. Price, $70.95 including tax; Model I has 3 shutter speeds up to 1/200 sec., & B; price, $51.60 including tax. Eveready case, $8.
DIST., Alco Photo Supply.

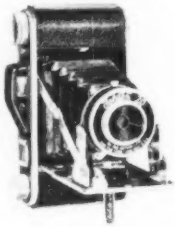
FINETTA

Cartridge 35 mm; up to 36 exposures, 1x1½; 43-mm f/4 coated Finetar lens; shutter speeds from 1/25 to 1/100 sec., & B; built-in flash synchronization; double exposure prevention device; automatic film stop and exposure counter; optical eye-level finder; helical focusing; interchangeable lens mount; all-metal construction. Price, $29.95. Accessories available.
DIST., The Bennett Co.

FOCA

Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Oplar f/1.9 lens; interchangeable; focal-plane shutter synchronized with film transport; speeds from 1 to 1/1000 sec.; depth of field scale; built-in eye-level finder; couple, single-window-type rangefinder; removable back; built-in synchronization; collapsible lens; automatic exposure counter, accessory clip. Price, $295; eveready case, $10.50. Accessories include 5-objective prismatic viewfinder, filters, portrait lenses, lens shade, 35-mm Oplar f/3.5 wide-angle lens, 90-mm Oplar f/3.5 lens, and 135-mm Oplar f/4.5 long-focus lens.
DIST., Dowlings, Inc.

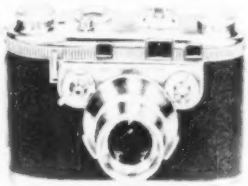
FOLDEX 120



Roll film size 120 or 620; 8 exposures, 2¼x3¼; 105-mm Octvar lens; built-in eye-level viewfinder; shutter speeds, 1/50, B; built-in synchronization; accessory clip for flash unit; body release. Price, $18.75 including tax; case, $3.95; flash attachment, $3.95.
MFR., Pho-Tak Corp.

FOTON

Cartridge 35 mm; up to 36 exposures, 1x1½; coated 2-inch TH Amotal T-2.2 lens; screw mount; depth of field scale; focal-plane shutter with speeds from 1 to 1/1000 sec., T & B; built-in synchronization; built-in eye-level finder; coupled rangefinder; built-in filter adapter; exposure counter



depth of field scale; exposure guide for flash gun; automatic film advance, either single exposure or rapid sequence, 11 shutter speeds; diochroic beam splitter. Price, $498 including tax; case, $23.95 and $33.95.
MFR., Bell & Howell Co.

SUPER D GRAFLEX-REVOLVING BACK

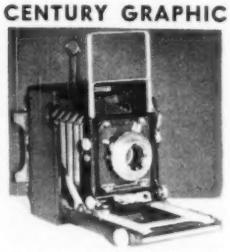
Sheet film, packs, 3¼x4¼, 4x5; single-lens reflex camera; features interchangeable film attachments and lensboards; focal-plane shutter with speeds from 1/30 to 1/1000 sec., T; built-in synchronization; automatic diaphragm; Ektalite Field lens; film-pack adapter included. Price of 4x5 model with coated 190-mm Ektar f/5.6 lens in automatic diaphragm, with pack adapter, $269 including tax;

3¼x4¼ model with coated 152-mm f/4.5 lens in automatic diaphragm, with pack adapter, $249, including tax. Accessories include case, lenses, filters, film attachments, flash unit, focusing panel, and lens shade.

SERIES B GRAFLEX-REVOLVING BACK

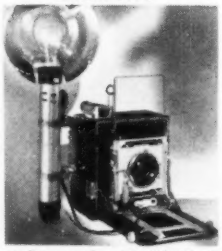
Sheet film, packs, 2¼x3¼; single-lens reflex camera; features interchangeable film attachments; focal-plane shutter with speeds from 1/10 to 1/1000 sec., T; Ektalite Field lens and film-pack adapter. Price, $129.50, with 127-mm coated Ektar lens with click stops. Accessories include lenses, flash unit, and film accessories.

CENTURY GRAPHIC



Sheet film, packs, 2¼x3¼; coated 103-mm Trioptar Anastigmat f/4.5 lens; Century self-setting shutter with speeds from 1/10 to 1/200 sec., T & B; built-in synchronization; collapsible wire frame finder; manual, scale, and groundglass focusing; film holder included; Graflok back; folding infinity stops; rising, tilting, and laterally shifting front. Price, with film holder, $109.50, including tax. Complete line of accessories available.

PACEMAKER SPEED GRAPHIC

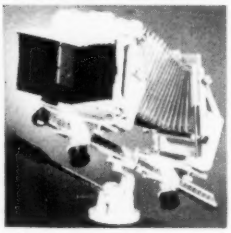


Sheet film, packs, 4x5, 3¼x4¼, 2¼x3¼ sizes; feature interchangeable lensboards; focal-plane shutter with governed speeds from 1/30 to 1/1000 sec.; built-in synchronization; dual control rack-and-pinion focusing; selector switch to set body release for front and back shutter operation; tilting front with vertical and lateral shifts; drop bed; double extension bellows; interchangeable film attachments; folding infinity stops; rising front; 2¼x3¼ model fitted with Graflok back for use with roll-film holder as well as regular 2¼x3¼ film attachments. Prices depend on lens and shutter equipment. Accessories include flash, filters, film attachments, rangefinder, lenses, etc.

PACEMAKER CROWN GRAPHIC

Sheet film, packs, 4x5, 3¼x4¼, 2¼x3¼ sizes; feature the same advantages as the Pacemaker Speed Graphics with exception of the focal-plane shutter. Price depends on lens and shutter equipment. Accessories same as for Speed Graphic.

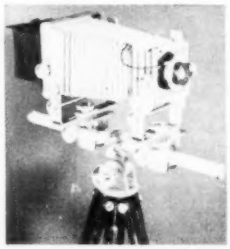
GRAPHIC VIEW II



Sheet film, packs, 4x5, equipped with 3¼x4¼ or 4x5 Graphic or Graflex backs; interchangeable lensboards; 15½-inch bellows draw; identical swings, tilts, and shifts on both front and back; adjustments made on optical axis; V-section aluminum bed; camera bed combined with pan-tilt head; spirit level; track locks; includes sheet film holder and case. Price, with any one of 4 backs and without lens, $145 including tax. Complete line of accessories available.
MFR., Graflex, Inc.

GROVER UNIVERSAL VIEW—4x5

Sheet film, packs, 4x5; optional lens equipment; 21" bellows extension; groundglass back focus; revolving back, all-metal construction; monorail bed, double extension bellows,



front and rear focusing; calibrated groundglass with four-sided hood; 4x4 lens board. Price, $94.50; deluxe case, $16.95.
MFR., Burke & James, Inc.

HACON 23

Sheet film, packs, 2¼x3¼; coated 105-mm Schneider Anastigmat f/4.5 lens in Compur shutter with speeds from 1 to 1/400 sec., B; delayed action; built-in synchronization; 9" bellows; eye-level and collapsible wire frame finders; manual scale, and groundglass focusing; available in

Q. *What story lies behind this picture?*

A. A story of a great new stride in photography. This unretouched photograph of Brett Weston was taken by Dora Warren in natural north light, using close-up lens (see below) and time exposure. Film was Polaroid Type 41, black and white

Dody

BRETT WESTON by Dody

Professional photographers like Brett Weston and Dora Warren — and amateurs, too — are finding in the Polaroid picture-in-a-minute camera a powerful new medium for artistic expression.

In brilliance of highlights and depths of shadows, the new black and white film gives results that challenge comparison with expert darkroom production. Polaroid's new Type 41 film represents other important advances. Contrast can be controlled simply by changing the development time in the camera. Prints are completely dry the instant they come from the camera, ready immediately to frame or mount.

Polaroid picture-in-a-minute photography now has all the features of ordinary photography plus the reward of seeing your pictures as you take them. Here is photography as it *should* be . . . free from the technical barriers between you and the picture you are creating. Like a painter or a sculptor, you *see* what you are creating *as you create it* . . . produce *better* pictures.

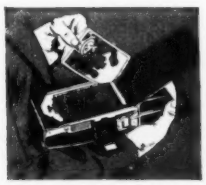
Whether you are an amateur or a professional, beginner or salon exhibitor, ask your dealer for a demonstration of the Polaroid Camera.

For new free booklet, "Thirty-eight ways to make the most of 60 second photography," write Polaroid Corporation, Dept. P-41, Cambridge, Massachusetts.

Polaroid ® by Polaroid Corporation

POLAROID® *Land* CAMERA

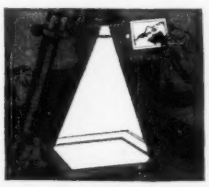
SNAP IT! A single setting adjusts both lens and shutter speed. Simply focus, aim, snap! It's easier than most cameras. Then pull a paper tab and . . .



SEE IT! Sixty seconds later, lift out your beautiful black-and-white print (3¼ x 4¼). No tanks. No liquids. Film and camera do it all.

TAKE CLOSEUPS! Compact kit holds three lenses which can be used together or separately. Unique built-in Datatape shows all camera settings as you measure. $8.95 plus tax.

GET INTERESTING EFFECTS! Three *snap on* filters. Yellow filter, polarizing filter and new half-step filter for precise exposure half-way between Polaroid shutter numbers. $5.95 plus tax.



ENLARGE IT! Copy negatives for darkroom use are available for only 15¢ through your camera store. From these you can make enlargements. (They will also make enlargements for you.)

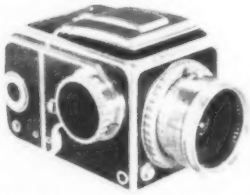
two models: Technica model has revolving and tilting back; drop bed; geared rising lens board; tilting lens board and lateral movement; triple extension bellows, price, $195 plus tax. Standard model has all the above features with exception of revolving and tilting back; price, $169.50 plus tax. Accessories include Kalart rangefinder, Helland flash synchronizer and guns.

HACON 45

Sheet film, packs, 4x5; 135-mm f/4.5 coated Schneider Xenar lens in Compur Rapid Synchro Shutter, 1 to 1/400 sec., and B; delayed action timer; eye-level and collapsible wire frame finders; triple extension bellows; revolving and tilting back; groundglass focusing; drop bed; manual focusing scale; geared rising and tilting interchangeable lensboard; lateral lensboard movement with worm gear. Accessories include rangefinder and complete assortment of lenses. Price depends on selection of lens ordered with camera.

MFR., Haca Supplies.

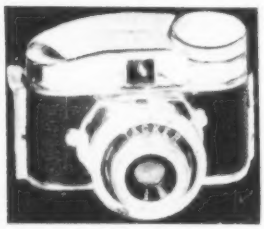
HASSELBLAD



Single-lens reflex camera using roll film size 120; 12 exposures, 2¼x2¼; coated 80-mm Ektar f/2.8 lens with bayonet mount; infrared infinity mark; depth of field scale; focal-plane shutter with speeds from 1 to 1/1600 sec., B; built-in synchronization for all types of lamps; reflex focusing; exposure counter; depth of field guide; back detachable to permit sheet film use; body-type shutter release; compact size. Price, $548; several cases available, $15 and up.

DIST., Willoughbys.

HIT



Sub-miniature using special daylight loading rolls; 10 exposures, 13x13 mm; 20-mm Tacker f/4.5 lens built-in eye-level finder; leather-over-metal construction; shutter settings, 1/25 sec., & B; weighs 83 grams. Price, $2.98 including tax.

DIST., General Photographic Supply Co.

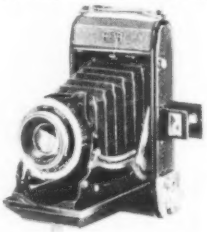
IKONTA B

Roll film size 120; 12 exposures, 2¼x2¼; coated 75-mm Novar f/3.5 lens in shutter with speeds from 1 to 1/250 sec., & B; delayed action; or 75-mm Zeiss Novar f/4.5 lens in Synchronized Prontor shutter with

speeds from 1 sec. to 1/300 sec., & B; delayed action; built-in synchronization; eye-level finder; scale focusing; depth of field guide; automatic shutter lock; shoe for waist level finder; eveready case. Price, with f/3.5 Novar, $66; f/4.5 Novar, $55; f/3.5 Zeiss Tessar in Synchronized Compur Rapid, speeds from 1 to 1/500 sec., $99. Eveready case, $10. Accessories include slip-on lenses, filters, lens shade, waist-level finder, etc.

IKONTA C

Roll film size 120; 8 exposures, 2¼x3¼; Prontor shutter, speeds from 1 to 1/250 sec., & B.; delayed action timer; built-in synchronization; eye-level finder; scale focusing; depth of field guide; automatic shutter lock; body release; eveready leather case.



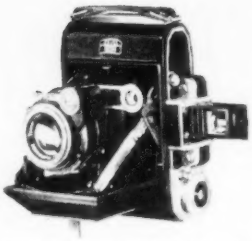
Price, with 105-mm coated Novar f/4.5 lens, $75; with coated Novar f/3.5 lens, $59; with f/3.5 Zeiss Tessar in synchronized Compur Rapid shutter with speeds to 1/400 sec., $115. Prices include tax. Waist-level finder, slip-on lenses, filter, lens shades among accessories. Eveready case, $10.

IKONTA A

Roll film size 120; 16 exposures, 1⅝x2¼; same features as Ikonta C. Price, with Novar f/4.5 lens, $54; with Novar f/3.5 lens, $63; with Zeiss Tessar f/3.5 lens in Compur Rapid synchronized shutter with speeds up to 1/500 sec., $99. Prices include tax. Eveready case, $10.

SUPER IKONTA A

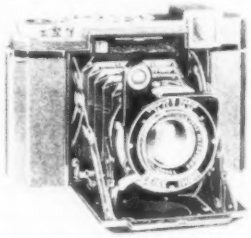
Roll film size 120; 16 exposures, 1⅝x2¼; coated 75-mm Zeiss Tessar f/3.5 lens in synchronized Compur



Rapid shutter, speeds from 1 to 1/500 sec., & B; eye-level finder; coupled rangefinder; depth of field guide; automatic shutter lock; body release; eveready leather case. Price, $168. Eveready case, $10. Accessories include slip-on lenses, filters, lens shade, etc.

SUPER IKONTA B

Roll film size 120; 11 exposures, 2¼x2¼; coated 80-mm Zeiss Tessar f/2.8 lens; depth of field scale; synchronized Compur Rapid shutter, speeds from 1 to 1/400 sec., & B; built-in synchronization; delayed action timer; eye-level finder; coupled range- and view-finder in one window;



film locking device; shutter lock; body release; waist finder accessory shoe; eveready leather case, $12. Price, $232. Accessories same as Super Ikonta A.

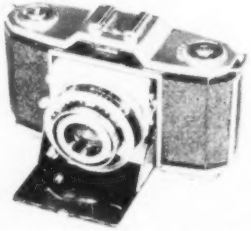
SUPER IKONTA C

Roll film size 120; 8 exposures, 2¼x3¼; same features as Super Ikonta A. Price, with coated Zeiss Tessar f/3.5 lens in synchronized Compur Rapid shutter with speeds up to 1/400 sec., $186. Price includes tax. Eveready case, $12.

SUPER IKONTA BX

Same as Super Ikonta B, but takes 12 exposures, and has a built-in photoelectric exposure meter. Price, $275.

IKONTA 35



Cartridge 35 mm, up to 36 exposures, 1x1½; coated 45-mm Zeiss Tessar f/2.8 lens in synchronized Compur Rapid shutter, speeds from 1 to 1/500 sec., & B; eye-level finder; scale focusing; exposure counter; depth of field guide; eveready leather case. Price with Tessar, $110; with 45-mm Zeiss Novar f/3.5 lens in Prontor Synchro shutter, with speeds from 1 to 1/250 sec., & B; delayed action; built-in synchronization, $70. Coated Schneider Xenar f/2.8 lens in synchronized Compur Rapid shutter, $95.

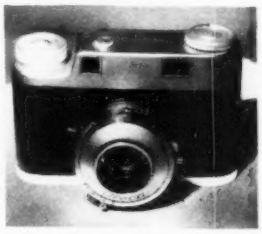
IKOFLEX IIA

Roll film size 120; 12 exposures, 2¼x2¼; 75-mm coated Zeiss Tessar f/3.5 lens; depth of field scale; syn-

chronized Compur Rapid shutter, speeds from 1 to 1/500 sec., & B; delayed action; extra bright reflex finder of combined magnifier and Fresnel grating; focusing magnifier; automatic shutter lock; body release; leather eveready case. Price, $164. Accessories include slip-on lenses, filters, lens shades, etc.; eveready case, $11.

DIST., Carl Zeiss, Inc.

ILOCA II

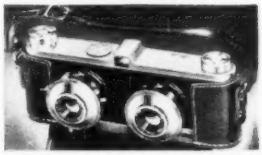


Cartridge 35 mm; up to 36 exposures, 1x1½; 45-mm f/3.5 coated Ilitar lens; Prontor S shutter, 1 to 1/300 sec., & B; delayed action timer; built-in flash synchronization; optical combination rangefinder and viewfinder; automatic exposure counter; film advance lock. Price, $69.75, inc. tax; eveready case, $8.50.

ILOCA I

Same as above, but has no rangefinder; manual focusing. Price, $49.95, inc. tax. With Vario shutter, 1 to 1/200 sec., & B, and built-in flash synchronization, $39.95, inc. tax.

ILOCA STEREO CAMERA

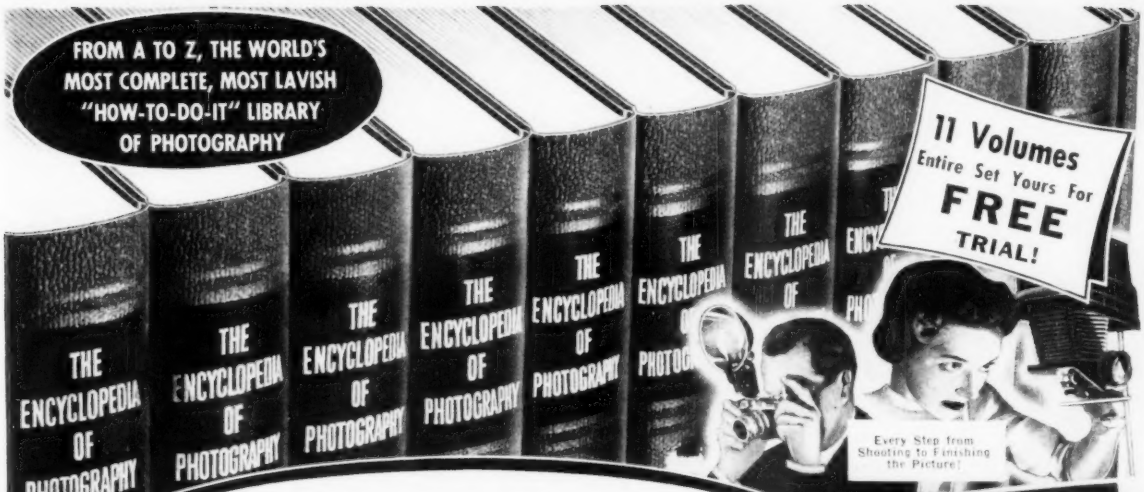


Cartridge 35 mm; 21 stereo pairs on a standard roll, 1x1 inch; matched f/3.5 coated Ilitar lenses in shutter mounts; depth of field scale; Prontor S shutter, 1 to 1/300 sec., & B; built-in flash synchronization; delayed action timer; shutter and diaphragms coupled to operate from single control; optical eye-level finder; manual focusing; all-metal camera construction; exposure counter. Price, $125, inc. tax; eveready case, $12.

DIST., Ercona Camera Corp.

KALART

Sheet film, filmpacks, 3¼x4¼; press-type camera; 127-mm coated Raptar



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f/4.5 lens; Rapax X shutter, speeds, 1 to 1/400 sec., T & B; built-in synchronization; eye-level finder; manual, groundglass, and scale focusing; coupled rangefinder with one window for range- and viewfinders; features include, 2 built-in flash receptacles, built-in Focuspot, electric shutter release; dual finder windows; built-in compartment for batteries. Price, including flash reflector, $295.00.
MFR., The Kalart Co.

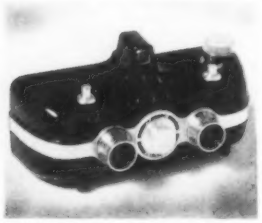
KARDON I

Cartridge 35-mm film; up to 36 exposures, 1x1½; 47-mm Kodak Ektar coated f/2 lens in screw mount; depth of field scale; focal plane shutter with speeds from 1 to 1/1000 sec., T & B; eye-level finder; helical focusing; coupled rangefinder; exposure counter; depth of field guide; non-collapsible mount. Price, $262.50, plus tax; eveready case, $10.50. Accessories include, flash unit, copying attachment, exposure meter, interchangeable lens, lens shade, slip-on lenses, filters.
MFR., Premier Instrument Corp.

KAROMAT-36

Cartridge 35 mm; 36 exposures, 1x1½; coated 50-mm Schneider Xenon or Heligon f/2 lens; depth of field scale; Compur Rapid shutter with speeds from 1 to 1/500 sec., T & B; built-in synchronization; built-in eye-level finder; helical focusing; coupled, single-window-type rangefinder; exposure counter; depth of field guide; rapid feeding lever with automatic shutter cocking device and exposure meter; body release; double exposure prevention device. Price, $179.50 including tax.
DIST., Alfa Photo Corp.

KEYS TRIVISION CAMERA



Rollfilm size 828; 6 stereo pairs or 12 single exposures; fixed focus f/8 lenses; simultaneous dual shutter, 1/50 sec.; eye-level viewfinder. Price, $18.45, inc. tax; case, $4.95.
MFR., Keys Stereo Products.

KINE EXAKTA V

Cartridge 35 mm; 36 exposures, 1x1¼; single-lens reflex; coated 50-mm Zeiss Biotar f/2 lens; focal-plane shutter, 12 to 1/1000 sec., T & B; built-in synchronization; eye-level and waist-level finders; eye-level prismatic reflex focusing aid available; reflex focusing; depth of field guide; eveready case; exposure counter. Price, $313.75, inc. tax. With f/2 coated Xenon, $227.50; with f/3.5 coated Tessar, $199.50; with f/1.9 Meyer Primoplan, $240. Penta-Prism focusing aid, $68.50, inc. tax. Complete line of accessories including wide-angle and telephoto lenses.
DIST., Exakta Camera Co.

KODAK FLASH BANTAM f/4.5

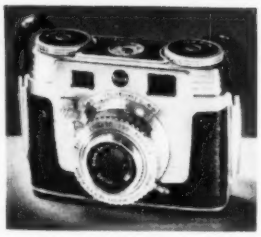
Roll film size 828; 8 exposures, 28x40 mm; 48-mm coated Kodak Anastigmat f/4.5 lens; shutter speeds from 1/25 to 1/200 sec., T & B; built-in synchronization; manual focus; eye-level finder. Price, $49.50. Accessories: filed case, flasholder, service rangefinder, slip-on lenses, accessory clip, etc.

KODAK DUAFLEX II

Roll film size 620; 12 exposures, 2¼x2¼; two lens reflex; 75-mm fixed focus Kodet f/15 or 72-mm f/8 Kodar taking lens in focusing mount; viewing lens has wide aperture; 1 and B shutter speeds; waist-level viewfinder; built-in synchronization; plunger-type body release. Price with Kodet lens, $12.75, including tax. Price with Kodar lens, diaphragm adjustment, focusing mount, and double exposure prevention device, is $19.85. Accessories include flasholder and slip-on lenses.

KODAK SIGNET 35

Cartridge 35 mm; up to 36 exposures, 1x1½; 44-mm f/3.5 coated Kodak Ektar lens; depth of field scale;

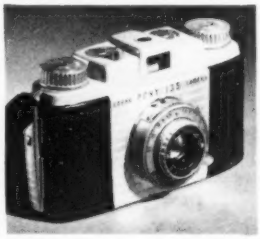


Kodak Synchro 300 shutter, 1/25 to 1/300 sec., & B; built-in flash synchronization; combined coupled rangefinder and viewfinder; exposure guide; automatic exposure counter; film-type indicator; automatic shutter cocking with film advance. Price, $95, inc. tax; case, $8.50. Complete line of accessories available.

KODAK PONY 828

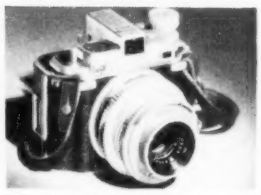
Roll film size 828; 8 exposures, 28x40 mm; coated 51-mm Kodak Anaston f/4.5 lens; depth of field scale; Kodak Flash 200 shutter with speeds from 1/25 to 1/200 sec., B; built-in synchronization for Class F lamps; built-in eye-level viewfinder; helical focusing; film-type indicator; body release; release lock prevents exposure until lens barrel is in taking position. Price, $29.95 including tax. Complete line of accessories.

KODAK PONY 135



Cartridge 35 mm; up to 36 exposures, 1x1½; 51-mm f/4.5 coated Kodak Anaston lens; depth of field scale; Kodak Flash 200 shutter, 1/25 to 1/200 sec., & B; built-in flash synchronization; automatic film stop; automatic exposure counter; optical eye-level finder; manual focusing; body shutter release; release lock prevents exposure until lens barrel is in taking position; film-type indicator. Price $34.75, inc. tax. Complete line of accessories available.

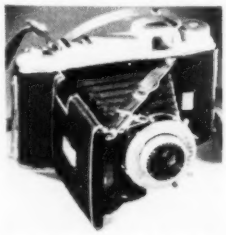
KODAK MEDALIST II



Roll film size 620; 8 exposures, 2¼x3¼; 100-mm coated Kodak Ektar f/3.5 lens; infrared index mark; depth of field scale; Flash Supermatic shutter with speeds from 1 to 1/400 sec., T & B; eye-level finder with parallax-correcting frame; helical focusing by scale or coupled rangefinder; exposure counter; film-type indicator; double-exposure prevention lock. Price, $312.50 including field case and tax. Accessories include field case, flasholder, accessory back to handle sheet film, plates, and packs; extension units, copying assembly, etc.

KODAK TOURIST

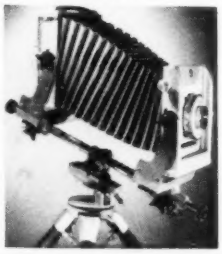
Roll film size 620; 8 exposures, 2¼x3¼; available with 4 different lens-shutter combination; built-in synchronization; depth of field scale; built-in eye-level finder; exposure computer; shutter release built into



camera bed. The f/4.5 model has coated 105-mm Kodak Anaston f/4.5 lens in Flash Kodamatic shutter with speeds from 1/10 to 1/200 sec., T & B; preset for Class F lamps, adjustable for M. Price, $71; the f/6.3 model has coated 105-mm Kodak Anaston f/6.3 lens in Flash Diomatic shutter with speeds from 1/25 to 1/100 sec., T & B; preset for Class F lamps. Price, $47.50; the Kodet model has a coated 86-mm Kodet f/12.5 fixed-focus lens with diaphragm stops to f/32; Flash Kodon shutter with 1, B & T; preset for Class F lamps at 1,

Class M at B. Price, $24.50; the fourth model has a coated 101-mm Kodak Anastar f/4.5 lens in the Kodak Synchro-Rapid shutter with speeds from 1 to 1/800 sec., B; continuous-adjustment time-delay setting for all lamps including speedlamps. Price, $95. Accessories for all 4 models include field case, flash units, lens attachments, and Kodak Tourist Adapter Kit which enables camera to take 4 different picture sizes.

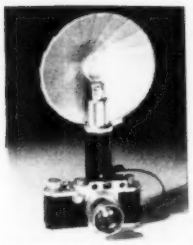
KODAK MASTER VIEW 4x5



Sheet film, packs, 4x5; optional lens equipment; 15" bellows extension; groundglass back; carrying case; 1 Graphic film holder; 1 film-pack adapter; monorail bed, with front and back movements; revolving back; pull-down handle for inserting film holders; back and front horizontal and vertical swings; mounted spirit levels; transverse or horizontal slide on both front and back; clamp-on focusing cloth. Price, less lens, $225. Complete accessories available.
MFR., Eastman Kodak Co.

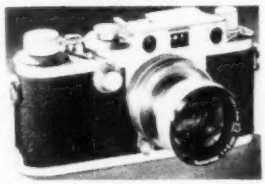
LEICA IIIf

Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm f/2 coated Leitz Summitar lens; depth of field scale; screw



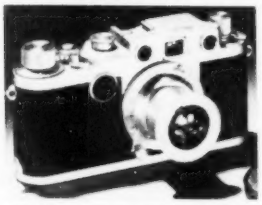
mount (interchangeable); focal plane-shutter, speeds from 1 to 1/1000 sec., T & B; built-in adjustable flash synchronization for any focal-plane type flash lamp, or any electronic flash unit, at all speeds; automatic synchronizing dial; eye-level optical finder; coupled rangefinder; exposure counter; automatic shutter cocking with film advance; accessory shoe clip. Price, $385, inc. tax; eveready case, $12.50; Leitz flash unit for Model IIIf, with cord, $28, inc. tax. Complete line of accessories is available, including interchangeable lenses.

LEICA IIIc



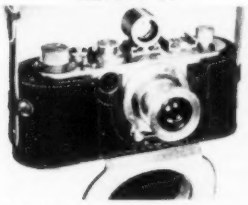
Same as above, except without built-in flash synchronization. Price, $350 including tax; eveready case, $12.50. Available with 50-mm coated Elmar f/3.5 lens, $259.

LEICA IIc



Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Elmar Anastigmat f/3.5 lens; screw mount (interchangeable); infrared infinity mark; depth of field scale; focal-plane shutter with speeds from 1/30 to 1/500 sec., B; built-in eye-level finder; helical focusing; coupled rangefinder; exposure counter; depth of field guide. Price, $189 including tax; eveready case, $12.50. Equipped with coated 50-mm Summitar f/2 lens, $276.50, inc. tax.

LEICA Ic



Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Elmar Anastigmat f/3.5 lens; screw mount; infrared infinity mark; depth of field scale; focal-plane shutter with speeds from 1/30 to 1/500 sec., B; eye-level finder; helical focusing; eveready case; exposure counter; depth of field guide; accessory clip. Price $140, inc. tax.

DIST., E. Leitz, Inc.

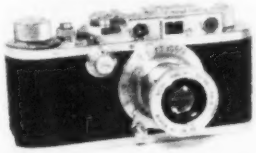
LEOTAX D4

Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm f/1.5 coated Nikkor

lens; screw mount (interchangeable); depth of field scale; focal-plane shutter, speeds 1 to 1/500 sec., T & B; built-in flash synchronization; exposure counter; optical eye-level finder; coupled rangefinder focusing; leather eveready case. Price, $355 inc. tax. Also available with 50-mm f/3.5 Similar lens, $229, inc. tax. Complete line of accessories available.

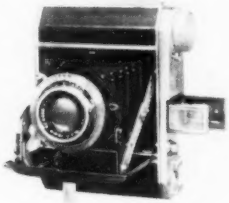
DIST., Cinema Products.

LEOTAX DIII



Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Similar f/2 lens; depth of field scale; focal-plane shutter with speeds from 1 to 1/500 sec.; built-in eye-level finder; coupled rangefinder; automatic film stop; double exposure prevention device; exposure counter; eveready case. Price, $195 including tax; with coated 50-mm Similar f/3.5 lens, $135.

SEMI LEOTAX



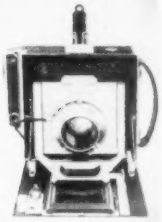
Roll film size 120; 16 exposures 4½x6 cm; 75-mm Wester f/3.5 lens in Konan Rapid shutter with speeds from 1 to 1/200 sec., T & B; eye-level finder; accessory clip. Price, $42.50 including case and tax.

DIST., General Photographic Supply Co.

LINHOF SUPER TECHNIKA 4x5

Sheet film, 4x5; optional lens and shutter equipment; depth of field scale; groundglass back; triple extension track; maximum leather bellows extension of 18 inches; drop bed; rising, falling, tilting, swinging, shifting front; tilting, swinging, revolving, interchangeable back; two spirit levels; eye-level and collapsible wire frame finders; focusing scale; all-metal construction. Price, $299.75, less lens, inc. tax. Accessories include Multifocus optical viewfinder, 4x5 Graflex type back, 9x12 cm back, utility case, and interchangeable lenses all coupled to Multifocus rangefinder.

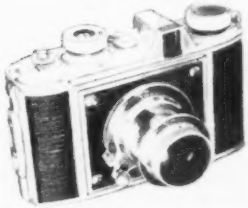
LINHOF STANDARD PRESS 4x5



Sheet film and filmpacks, 4x5; optional lens and shutter equipment; depth of field scale; maximum leather bellows extension of 12 inches; double-extension track; groundglass back; eye-level and collapsible wire frame finders; manual focusing; focusing scale on bed; coupled Multifocus rangefinder; spirit level; all-metal construction; interchangeable lenses coupling to rangefinder. Price, $224.75, less lens, inc. tax.

DIST., Kling Photo Supply Corp.

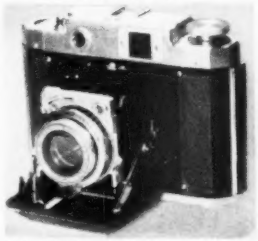
LYNX



Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm coated Berthoit Anastigmat f/3.5 lens; focal plane shutter, speeds from 1/25 to 1/500 sec., T & B; delayed action; eye-level finder; helical focusing. Price, with eveready case, $135. Accessories include interchangeable lenses, filters, lens shades, etc.

DIST., General Photographic Supply Co.

MAMIYA



Roll film size 120; 12 exposures 2¼x2¼; coated Xenar-type f/3.5 lens; shutter, speeds from 1 to 1/500 sec., T & B; built-in synchronization, eye-level finder, coupled single-window-type rangefinder; exposure counter; hyperfocal distance table; leather case included; automatic film transport; double exposure prevention device; automatic indicator; focusing arrangement moves the film plane within the camera while the lens remains stationary. Price, $95. Accessories include auto-up unit, allowing use of rangefinder to 24 inches, $9.95; flash unit, $9.95; three filters and lens shade, with case, $9.95.

MAMIYA SUPER-16

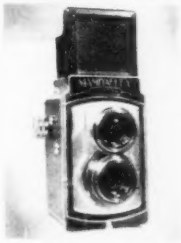
Sub-miniature, using cartridge 16-mm film; 25-mm f/3.5 coated lens; set-and-release shutter, speeds from ½ to 1/200 sec. and B; built-in flash synchronization; exposure indicator; built-in medium-yellow filter; automatic coupled film advance and shutter cocking; cable release socket; manual focusing with lever; eye-level finder. Price on request.

DIST., Baco Accessories Co.

MAMIYAFLEX AUTOMATIC

Twin-lens reflex; rollfilm size 120; 12 exposures, 2¼x2¼; 80-mm f/3.5 coated Zuiko lens; depth of field scale; Compur Rapid shutter, 1 to 1/500 sec., & B; built-in flash synchronization; groundglass reflex and eye-level focusing; exposure counter; automatic operation; single knob for shutter cocking and film advance; magnifier in hood; eveready case; lens cap. Price, $175, inc. tax. Complete line of accessories available.

MAMIYAFLEX JUNIOR



Twin-lens reflex; rollfilm size 120; 12 exposures, 2¼x2¼; 80-mm f/3.5 coated Neocon lens; depth of field scale; Compur Rapid shutter, 1 to 1/300 sec., & B; built-in flash synchronization; groundglass reflex focusing; automatic film stop and exposure counter; cable release socket; eveready case; lens cap. Price, $109.50, inc. tax. Complete line of accessories available.

DIST., Cinema Products.

MARKSMAN 120 FLASH

Rollfilm size 120; 8 exposures, 2¼x3¼ meniscus lens; glass enclosed shutter opening; single-action shutter; I & T shutter settings; built-in flash synchronization; flash unit; vertical and horizontal waist-level finders; all-metal construction. Price, $7.95, inc. tax. Same camera, but without built-in synchronization and flash unit, $5.95, inc. tax.

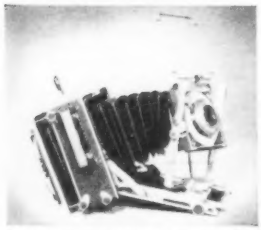
MFR., Pho-Tak Corp.

MASTER REFLEX

Single-lens reflex; rollfilm size 120; 12 exposures, 2¼x2¼; f/2.8 T-coated Zeiss Tessar lens in screw mount; depth of field scale; focal-plane shutter, 1 to 1/1000 sec., T & B; delayed action timer; built-in flash synchronization; eye-level and waist-level finders; groundglass reflex focusing; exposure counter; double exposure prevention device; all-metal construction. Price, $199.50, inc. tax. Com-

plete accessories available.
DIST., Ercona Camera Corp.

MERIDIAN 45C



Sheet film, packs, 4x5"; optional lens equipment; press-view type camera; collapsible wire frame type finder; groundglass back; coupled rangefinder, rising and falling front; swing and tilts on lens board and back; 16" bellows extension. Price, $225.
MFR., Meridian Instrument Corp.

MERCURY II

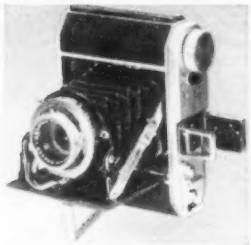
Cartridge 35 mm; 65 exposures, ¾x1; 35-mm coated anastigmat triplet f/2.7 lens; depth of field scale; rotary metal shutter, speeds from 1/20 to 1/1000 sec., T & B; built-in synchronization; eye-level finder; scale and helical focusing; exposure counter; depth of field guide; exposure guide; Film minder. Price, $82.90 including tax; eveready case, $7.25. Available accessories include, interchangeable lenses, filters.
MFR., Universal Camera Corp.

MINOLTA 35

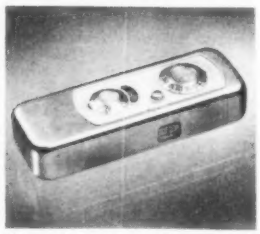
Cartridge 35 mm; up to 36 exposures, 1x1½; 45-mm coated Tessar-type f/2.8 lens, interchangeable; focal-plane shutter, speeds from 1 to 1/500 sec., T & B; built-in synchronization; eye-level finder; coupled single-window-type rangefinder; depth of field guide; exposure counter; hyperfocal distance table and carrying case are regular equipment. Also has automatic double-exposure prevention with automatic film transport and shutter wind. Price, $150. Accessories include filters and lens shade.

SEMI-MINOLTA

Roll film size 120; 16 exposures 1⅝x2¼; 75-mm coated Rokkor f/3.5 lens; Konan-Rapid shutter, speeds from 1 to 1/500 sec. & B; eye-level finder; helical focus; exposure counter; hyperfocal distance table; depth of field guide; automatic double exposure prevention and automatic film transport, eveready case. Price, $45. Accessories include filter, lens shade.
DIST., Baco Accessories Co.



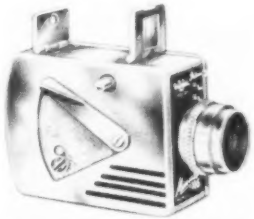
MINOX



Picture size 8x11 mm; 50-exposures in daylight loading cartridge; camera size, ⅝x1x3"; automatic simultaneous shutter winding and film transport; exposure counter; 2 built-in filters, orange and green; focus from 8 inches to infinity; direct viewfinder with automatic parallax correction; lamellar shutter in front of lens with speeds from 1/2 to 1/1000 sec., T & B; coated 15-mm f/3.5 lens. Price, $99 plus tax; leather case, $3; 50-exposure cartridge black and white, $1.01; 24-exposure cartridge color, $1.25; chain attachment, $3.
DIST., Minox, Inc.

MINUTE-16

Sub-miniature; 14 exposures on double-frame 16-mm film; magazine loading; coated 1.3-inch achromat doublet f/6.3 lens; variable apertures; behind-the-lens shutter, preset at 1/50 sec.; eye-level finder; built-in flash synchronization; built-in lens

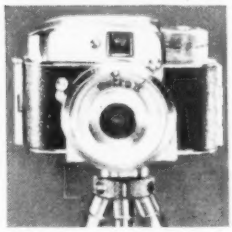


shade; automatic film transport; automatic exposure counter with manual reset; all-metal construction; camera size, 2¾x1¾x1; black-and-white and color films available. Price, $9.95 including tax. Accessories include case, flash unit, etc.
MFR., Universal Camera Corp.

MONTE CARLO SPORTSMAN 120

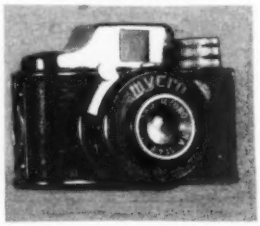
Roll film, size 120; 16 exposures, 2¼x1⅝; 75-mm Manar Anastigmat f/3.5 lens; Prontor II shutter; speeds, from 1 to 1/250 sec., T & B; delayed action, self-timer; built-in synchronization; eye-level finder; helical focusing; built-in automatic exposure calculator. Price, $63.75, including tax; eveready case, $7.
MFR., J. L. Galef & Son, Inc.

MYCRO MYRACLE II



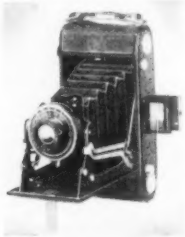
Sub-miniature using special 16-mm roll film; 10 exposures, 14x14 mm; 20-mm anastigmat f/4.5 lens; stops down to f/11; rim-set shutter with speeds from 1/25 to 1/100 sec., B; built-in eye-level finder; fixed focus; eveready case. Price, $12.50 including tax. Accessories include tripod, lens shade, filters.
DIST., Mycro Camera Co., Inc.

MYCRO



Sub-miniature using 14-mm film; 10 exposures, ½x½ inch; 20-mm f/4.5 lens; Una shutter, 1/25 to 1/100 sec., & B; eye-level finder; fixed focus; eveready case. Price, $9.95 including tax. Black-and-white and color film available from the distributor.
DIST., Cooper Photographic Sales Company.

NETTAR C



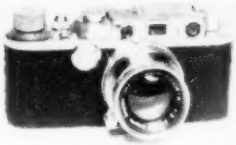
Rollfilm size 120; 8 exposures, 2¼x3¼; f/6.3 coated Novar lens; Vario Synchro shutter, speeds to 1/200 sec., & B; built-in flash synchronization; waist-level finder; manual focusing. Price, $33 including tax; case, $7.

NETTAR B

Rollfilm size 120; 12 exposures, 2¼x2¼; f/4.5 coated Novar lens; Prontor S shutter, speeds to 1/300 sec., & B; built-in flash synchronization; delayed action timer; waist-level finder; manual focusing. Price, $48 including tax; case, $9.
DIST., Carl Zeiss, Inc.

NICCA III

Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Nikkor f/2 lens; focal-plane shutter with speeds from 1 to 1/500 sec.; built-in eye-level finder; coupled rangefinder; exposure counter; automatic film stop; double exposure prevention device; rewinding device; eveready case.

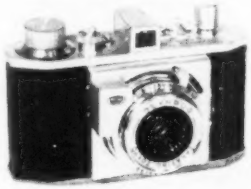


Price, $215; with coated 50-mm Nikkor f/3.5 lens, $145.
DIST., General Photographic Supply Company.

NIKON

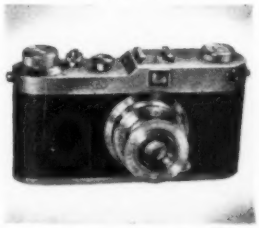
Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm f/1.4 coated Nikkor anastigmat lens; click stops; depth of field scale; Nikon focal-plane shutter, 1 to 1/500 sec., T & B; built-in flash synchronization; combined coupled rangefinder and eye-level viewfinder; automatic exposure counter; eveready case; film cartridge; filter. Price, $349, inc. tax; complete accessories and choice of lenses available.
DIST., Overseas Finance & Trading Company, Inc.

OLYMPUS I



Cartridge 35 mm; about 20 exposures, 24x32 mm; coated 40-mm Zuiko f/3.5 lens; compur-rapid-type shutter with speeds from 1 to 1/500 sec., T & B; built-in synchronization; exposure counter; double exposure prevention device; eye-level finder. Price, with carrying case, $49.50 including tax.
DIST., General Photographic Supply Co.

OPEMA



Cartridge 35 mm; 42 exposures, 24x32 mm, on standard roll; 45-mm f/3.5 coated Belar lens; depth of field scale; screw mount; focal-plane shutter, 1/25 to 1/500 sec.; & B; combined coupled rangefinder and eye-level viewfinder. Price, $59.50; case, $6.50.
DIST., Sterling-Howard Corp.

PETRI MODEL 4

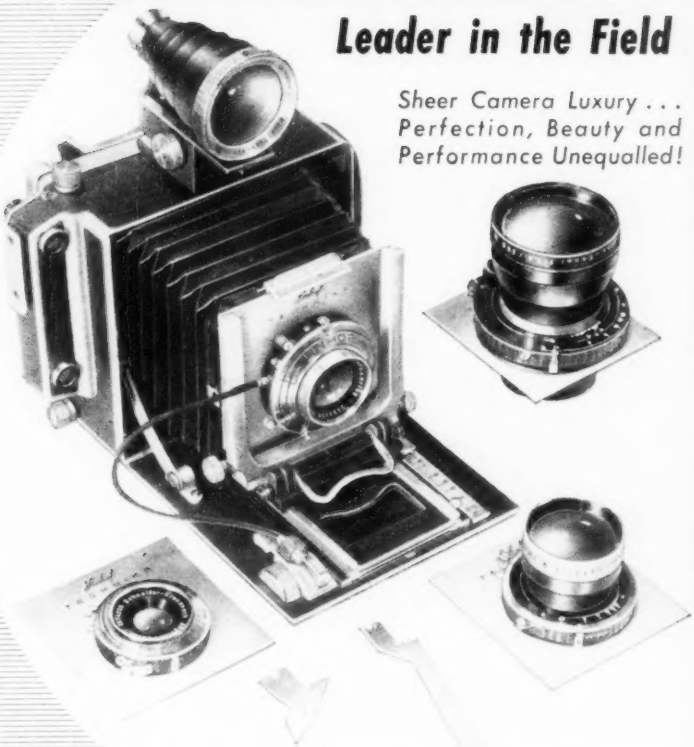
Roll film size 120; 12 exposures, size 2¼x2¼; 75-mm coated f/3.5 Anastigmat lens in Petri Compur shutter, speeds from 1 to 1/200 sec., T & B; delayed action; eye-level and waist-level finders; helical focusing; coupled rangefinder. Price, with eveready case, $48. Accessories include

Linhof

4x5 and 5x7 SUPER TECHNIKA with MULTIFOCUS RANGEFINDER

Leader in the Field

Sheer Camera Luxury . . . Perfection, Beauty and Performance Unequalled!



All the advantages of Press, View and Candid Cameras are combined in this functional modern tool. It's *LINHOF* for the discriminating Professional or Amateur photographer.

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Rising • falling • shifting swinging • tilting front
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"LINHOF MULTIFOCUS RANGEFINDER"
Only Linhof cameras have this rangefinder, to which one or a dozen lenses can be coupled simultaneously. Extra long optical base for added accuracy.

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STANDARD PRESS 4 x 5 with MULTIFOCUS RANGEFINDER (A Technika stripped for action)

MULTIFOCUS OPTICAL VIEWFINDER shows fields of all lenses from 90mm to 360mm.

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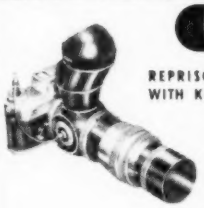

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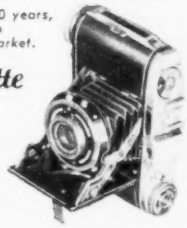

A great little camera. Prontor Shutter to 1/300 of a second. With Radionar f 3.5 lens. Flash Synchronization. Double exposure prevention, eye-level Optical Viewfinder, and many other fine features. Handsomely styled, precision built, the finest 35 mm value.

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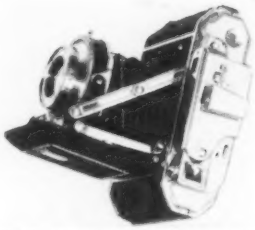


slip-on lenses, lens shade, filters, etc.
DIST., General Photographic Supply Co.

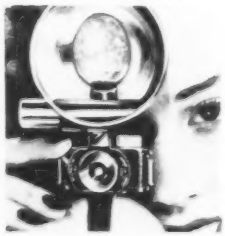
PENTA REFLEX

Twin-lens reflex; rollfilm size 120; 12 exposures, 2¼x2¼; 70-mm f/3.5 anastigmat lens; single-action shutter, 1/25 to 1/100 sec., & B; groundglass reflex focusing; body shutter release; double exposure prevention device; self-erecting viewer hood; built-in magnifier. Price, $49.50 including tax; eveready case, $4.75.
DIST., Sterling-Howard Corp.

PETAL

Sub-miniature about size of 50-cent piece; uses special load; 6 exposures, 3/16" diameter; f/5.6 lens; single-action shutter set at 1/50 sec., & B; eye-level finder; fixed focus. Price, $9.95. Case, $1.
DIST., Mycro Camera Co., Inc.

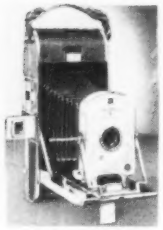
PIXIE FLASH



Sub-miniature; uses special 16-mm film; 16 exposures; 1-inch doublet f/6.3 lens; rotary-disc type shutter set at 1/50 sec.; built-in flash synchronization; eye-level finder; fixed focus; exposure counter. Price, $4.95. Suede pouch with zipper, $.98. Gold-plated deluxe model, $7.95.
MFR., Wm. R. Whittaker Co., Ltd.

POLAROID LAND MODEL 95

Folding camera uses special roll film; 8 pictures, 3¼x4¼; coated 135-mm triplet f/11 lens; coupled to shutter for single setting exposure adjust-



ment; built-in synchronization; eye-level finder; scale focusing; camera designed for Land 1-step, one minute pictures. Film and camera matched for simplicity and versatility. Price, $89.75 including tax; carrying case, $14.95; master compartment case, $29.75.
MFR., Polaroid Corp.

PRAKTICA

Single-lens reflex; cartridge 35 mm; up to 36 exposures, 1x1½; 58-mm f/2 T-coated Zeiss Biotar lens in screw mount (interchangeable); depth of field scale; infrared infinity mark; focal-plane shutter, ½ to 1/500 sec., & B; built-in flash synchronization; eye-level and waist-level finders; groundglass reflex focusing; exposure counter; automatic shutter cocking with film advance. Price, $144.50 including tax; case, $12; with f/3.5 Zeiss Tessar lens, $105.50.
DIST., Ocean Photo Supply Co., Inc.

PRAKTIFLEX SYNCHRO MODEL IIA

Cartridge 35 mm; 36 exposures, 1x1½; single-lens reflex; 50-mm f/3.5 coated Zeiss Tessar lens; depth of field scale; focal-plane shutter, speeds from 1/25 to 1/500 sec., and B; built-in synchronization for Class FP lamps; eye-level and waist-level finders; reflex focus; exposure counter; eveready case. Price, $69.50 including tax; case, $6.50. Full line of accessories.
DIST., Sterling-Howard Corp.

PRIMAR REFLEX II

Roll film size 120; 12 exposures, 2¼x2¼; single-lens reflex; coated 105-mm Zeiss Tessar f/3.5 lens or 100-mm f/2.8 coated Meyer Trioplan lens; screw mounts (interchangeable); focal-plane shutter with speeds from 1 to 1/1000 sec., T & B; delayed action; built-in synchronization; reflex focusing; exposure counter; depth of field guide; magnifier on reflex viewfinder; optional direct-view eye-level prismatic reflex focusing aid, interchangeable with hood. Price with Tessar, $295; with Meyer Trioplan, $275; case, $17.50. Accessories include wide-angle and telephoto lenses; flash unit; sheet film holder; extension tubes; adapters.
DIST., Ercona Camera Corp.

RECTAFLEX

Cartridge 35 mm; up to 36 exposures, 1x1½; single-lens reflex type; coated 50-mm Schneider Xenon f/2 lens; depth of field scale on lens mount; interchangeable lenses in bayonet mounts; focal-plane shutter with speeds from 1 to 1/1000 sec.; built-in flash synchronization; helical focusing; exposure counter; reflex viewer with Duo-Prism focuser in viewing system. Price, $295 including tax; with coated 50-mm Angenieux f/2.9 lens, $250.
DIST., Director Products Corp.

REFLEKTA II

Roll film size 120 or 620; 12 exposures, 2¼x2¼; twin-lens reflex with coated 3-inch Meritar anastigmat f/3.5 lens; Velax shutter with speeds from 1/10 to 1/200 sec., B; built-in synchronization; waist-level finder; reflex focusing; depth of field guide; body release; double exposure prevention device; eveready case. Price, $69.50 including tax.
DIST., Ercona Camera Corp.

RICOHFLEX III

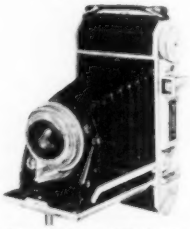
Roll film size 120; 12 exposures, 2¼x2¼; twin-lens reflex; 80-mm Ricoh anastigmat f/3.5 taking and viewing lens, gear coupled; shutter speeds from 1/25 to 1/100 sec., B; built-in synchronization; eye-level and waist-level finders; reflex focusing; tubular film counter window; tripod socket. Price, $39.95; eveready case, $7.50.
DIST., General Photographic Supply Co.

ROBOT II

Cartridge 35 mm; 50 exposures 1x1"; 37.5-mm Schneider Xenar f/2.8 lens; special Robot zonal focusing system; Robot focal-plane type shutter; speeds from ½ sec. to 1/500 sec.,

& B; built-in synchronization; eye-level finder; helical focus; exposure counter; depth of field guide; safety catch on release; interchangeability of lenses. Noted for rapid sequence photography. Price including F.E.T., $155.25; with 40-mm Schneider Xenon f/1.9 lens, $207; eveready case, $10. Complete line of accessories.
DIST., Burleigh Brooks Co.

ROAMER I



Roll film size 120 or 620; 8 exposures, 2¼x3¼; 110-mm coated achromat doublet f/11 lens; self-cocking shutter, 1 & B; built-in synchronization; eye-level finder; helical focus; accessory shoe clip. Price, $29.75 including tax. Eveready case, $7.50.

ROAMER II

Roll film size 120 or 620; 8 exposures, 2¼x3¼; 100-mm coated anastigmat triplet f/4.5 lens; Universal Synchromatic shutter, speeds from 1/25 to 1/200 second & B; built-in synchronization; eye-level and waist-level finders; helical focusing; accessory shoe clip. Price, $48 including tax; eveready case, $7.50.
MFR., Universal Camera Corp.

ROLLEICORD MODEL III

Roll film size 120; 12 exposures, 2¼x2¼; 2-lens reflex; coated 75-mm Zeiss Triotar f/3.5 lens; depth of scale; Compur Rapid shutter with speeds from 1 to 1/500 sec., B; eye-level, waist-level and sports finders; reflex focusing; automatic exposure counter and film-locking device; depth of field guide; cable release socket; built-in synchronization with plug-in unit on front panel; eveready case. Price, $130 including tax; with coated 75-mm Schneider Xenar f/3.5 lens, $140. Accessories include slip-on lenses, film adapters, filters, etc.

ROLLEIFLEX AUTOMATIC

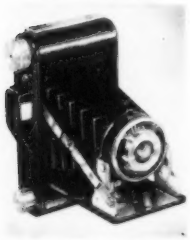
Roll film size 120; 12 exposures, 2¼x2¼; 2-lens reflex; coated 75-mm Zeiss Tessar f/3.5 lens; depth of field scale; Compur Rapid shutter with speeds from 1 to 1/500 sec., B; delayed-action timer; built-in synchronization; eye-level and waist-level finders; large magnifier with cover plate encloses focusing hood; toggle-spring hinge on hood; reflex focusing; exposure counter; impossible to make double exposures; body release pro-

vided with cable release socket; eveready case with toggle-spring action; lens cap and cable release. Price, $275 including tax, with coated 75-mm Schneider Xenar f/3.5 lens, $245. Complete line of accessories available.

ROLLEIFLEX AUTOMATIC f/2.8 MODEL

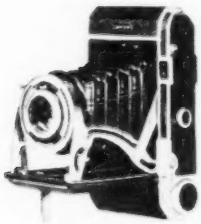
Similar to the model above; 80-mm Zeiss Tessar f/2.8 taking lens with viewing lens to match; Compur Rapid shutter has speeds up to 1/400 sec. Price, including case, lens cap, and excise tax, $325.
DIST., Burleigh Brooks Co.

ROLLEX 20



Rollfilm size 120 or 620; 8 exposures, 2¼x3¼; Rollex lens; fixed focus; single-action, non synchronized shutter; eye-level finder. Price, $14.95 including tax.
MFR., Pho-Tak Corp.

ROYER



Roll film size 620; 8 exposures, 2¼x3¼; coated 105-mm Berthoit anastigmat f/4.5 lens in Prontor II shutter with speeds from 1/10 to 1/200 sec., B; delayed action; built-in synchronization; depth of field scale; built-in eye-level finder; manual focusing; double exposure prevention device. Price, $49.50. Accessories include slip-on lenses, filters, lens shade, etc.
DIST., General Photographic Supply Co.

RUBINA-SIXTEEN II

Sub-miniature; uses special 16-mm load; 30 exposures; 10x15 mm; coated 25-mm anastigmat f/3.5 lens; rim-set shutter with speeds from 1/25 to 1/100 sec., B; built-in eye-level finder; helical focusing; eveready case. Price, $29.50 including tax. Complete line of accessories available.
DIST., Mycro Camera Co., Inc.

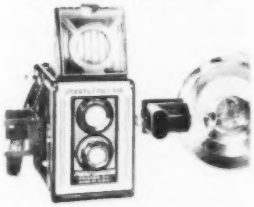
SEMFLEX

French twin-lens reflex camera; 75-mm Angenieux f/4.5 taking lens; f/2.8 viewing lens; Compur-type shutter with speeds from 1 to 1/400 sec., B; eye-level finder; magnifier; eveready case. Price, $135.
DIST., General Photographic Supply Co.

SHARP SHOOTER

Roll film size 120; 8 exposures, 2¼x3¼; meniscus lens in rotary shutter; 1/40 second shutter speed and B; waist-level finder; all metal construction. Price, $4.95, including tax.
MFR., Pho-Tak Corp.

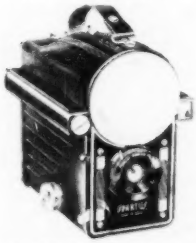
SPARTUS FULL-VUE



Roll film size 120; 12 exposures, 2¼x2¼; 100-mm meniscus f/16 lens; rotary-type shutter, speed 1/60 second & T; reflex-type finder; fixed focus; shoulder strap. Price, $9.98 including tax; case, $3; flash unit, $3.

SPARTUS PRESS FLASH

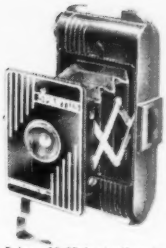
Roll film size 120; 8 exposures, 2¼x3¼; 120-mm meniscus f/16 lens; rotary-type shutter, speed 1/60 sec-



ond; built-in test unit for flash synchronization; eye-level finder; fixed focus; built-in flash reflector; with 4 flashbulbs. Price, $14.95 including tax; case available at $4.

SPARTUS FOLDING CAMERA

Roll film size 127; 8 exposures, 1⅝x2½; 78-mm meniscus f/16 lens; rotary-type shutter, speed 1/50 second & T; eye-level finder; fixed

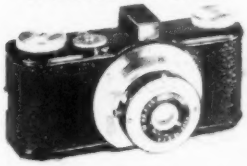


focus. Price, $8.95 including tax; case available for $2.

SPARTUS 35F

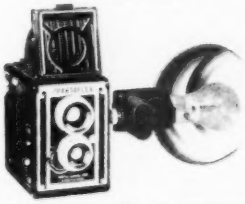
Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm achromatic f/7.7 lens; built-in synchronization; rotary-type shutter, speeds 1/60 sec. & T; built-in filter; exposure counter; eye-level finder; helical focus. Price, $14.95 inc. tax; eveready case, $4; flash unit, $3.

SPARTUS 35 f/3.5



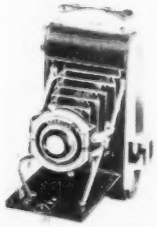
Similar to the 35F model, except has 50-mm coated Anastigmat f/3.5 lens; micrometer focusing mount; 8 apertures to f/22; built-in eye-level finder; shutter speeds from 1/25 to 1/150 sec., T & B; helical focusing; cable release socket; eveready case. Price, $29.50 including tax.

SPARTAFLEX



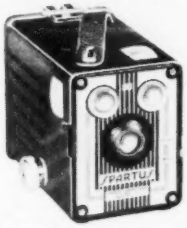
Roll film size 120; 12 exposures 2¼x2¼; 2-lens reflex; taking lens, 100-mm coated achromat f/7.7; rotary-type shutter; 1/60 sec. & T; depth of field scale; built-in synchronization; waist-level and sports-type finders; reflex focusing; depth of field guide; includes flash unit and eveready case. Price, $25 inc. tax.

SPARTUS 4 FOLDING CAMERA



Roll film size 120; 8 exposures, 2¼x3¼; meniscus lens; 3 apertures, f/11, f/16, f/22; rotary-type shutter; built-in synchronization; built-in eye-level finder; fixed focus; I & B shutter settings. Price, $14.95 including tax; flash unit, $2.50; case, $2.50.

SPARTUS BOX CAMERAS 116 & 120



No. 20 model gives 8 exposures, 2¼x3¼, on 120 roll film; No. 116 model gives 8 exposures, 2½x4¼, on 116 or 616 roll film; both have meniscus lens; 2 waist-level viewfinders; single-action shutter; I & T shutter settings; fixed focus. Price, No. 120, $5.95 including tax; No. 116, $6.95 including tax; case, $2.
MFR., Herold Mfg. Co.

SPECTATOR 120 FLASH

Roll film size 120; 8 exposures, 2¼x3¼; 110-mm Zellar lens; Pho-Tak shutter with I & T settings; built-in synchronization; flash unit; built-in eye-level finder; body release; all-metal construction. Price, $7.95 including tax.
MFR., Pho-Tak Corp.

SPIRAFLEX

Twin-lens reflex; rollfilm size 120; 12 exposures, 2¼x2¼; 80-mm f/3.5 coated Ricoh Anastigmat lens; depth of field scale; Riken double-action shutter, 1/25 to 1/100 sec., & B; built-in flash synchronization; groundglass reflex focusing; built-in focuslix rangefinder grid; all-metal construction; eveready case. Price, $39.95 including tax.
DIST., Spiratone.

STEINECK A.B.C.

Sub-miniature; uses special film magazine giving 8 exposures; coated 12.5-mm Steinheil f/2.5 lens; rotary focal plane shutter set at 1/125 sec.; fixed focus; wrist-level and eye-level finders; complete with strap to wear on wrist as watch. Price, $150.
DIST., Ercona Camera Corp.

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4 IN. WOLLENSAK F4.5 COATED in Alphax-Synchro Shutter	27.50
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4⅛ IN. KODAK F4.5 in Compur B Shutter	20.00
4⅛ IN. KODAK EKTAR F3.7 in Flash Supermatic Shutter	49.50
4⅛ IN. RODENSTOCK TRINAR F4.5 in Compur B Shutter	19.50
4⅛ IN. MEYER HELIOPLAN F4.5 in Compur A Shutter	17.50
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4⅛ IN. COLOR-SKOPAR F3.5 COATED in Flash-Compur Shutter	39.50
4⅜ IN. GOERZ WIDE ANGLE DAGOR F8 in Barrel	62.50
4½ IN. VOIGTLANDER HELIAR F4.5 in Compur B Shutter	22.50
4¾ IN. CARL ZEISS TESSAR F4.5 in Compur A Shutter	27.50
5 IN. GOERZ CELOR F4.8 in Compound Shutter	17.50
5 IN. PLAUBEL ANTICOMAR F2.9 in Compur A Shutter	32.50
5¼ IN. VOIGTLANDER RADIAR F6.8 in Compur A Shutter	22.50
5¼ IN. VOIGTLANDER SKOPAR F4.5 in Compur A Shutter	37.50
5¼ IN. VOIGTLANDER SKOPAR F4.5 in Compur B Shutter	39.50
5¼ IN. SKOPAR F4.5 in Ibsor Shutter	24.50
5¼ IN. CARL ZEISS TESSAR F3.5 in Compur A Shutter	49.50
5¼ IN. SCHNEIDER XENAR F4.5 in Compur B Shutter	39.50
5¼ IN. SCHNEIDER XENAR F3.8 in Compur B Shutter	42.50
5¼ IN. AGFA SOLINEAR F4.5 in Compur A Shutter	29.50
5¼ IN. KODAK F4.5 in Compur B Shutter	37.50
5¼ IN. RAPTAR F4.7 in Rapax-Synchro Shutter	52.50
5¼ IN. RODENSTOCK F4.5 in Compur B Shutter	32.50
5¼ IN. CARL ZEISS TESSAR F3.5 in Barrel	37.50
5¼ IN. CARL ZEISS TESSAR F6.3 in Barrel	22.50
6 IN. CARL ZEISS TESSAR F4.5 in Compur B Shutter	44.50
6 IN. CARL ZEISS TESSAR F4.5 in Barrel	35.00
6 IN. LITONAR F4.5 in Compur A Shutter	32.00
6 IN. SCHNEIDER XENAR F4.5 in Compur B Shutter	39.50
6 IN. VOIGTLANDER HELIAR F4.5 in Compur A Shutter	39.50
6 IN. SCHNEIDER XENAR F3.5 in Acme Shutter	49.50
6 IN. BERTHIOT STELLOR F4 in Barrel	19.50
6 IN. ALDIS F4.5 in Barrel	22.50
6½ IN. CARL ZEISS TESSAR F4.5 in Compur A Shutter	39.50
6½ IN. CARL ZEISS TESSAR F3.5 in Focusing Mount	67.50
6½ IN. SCHNEIDER XENAR F4.5 in Compur A Shutter	40.00
6½ IN. SKOPAR F4.5 in Compur A Shutter	40.00
6½ IN. RODENSTOCK F4.5 in Compur A Shutter	35.00
6½ IN. BAUSCH & LOMB TESSAR F4.5 in Barrel	29.50
6½ IN. ILEX PARAGON F4.5 in Barrel	32.50
6½ IN. WOLLENSAK F4.5 in Barrel	32.50
6½ IN. GOERZ DAGOR F6.8 in Universal Shutter	52.50
6⅜ IN. BAUSCH & LOMB PROTAR F6.3 in Barrel	49.50
7 IN. CARL ZEISS TESSAR F4.5 in Barrel	47.50
7 IN. VOIGTLANDER DYNAR F5.5 in Rapax Shutter	42.50
7 IN. BERTHIOT STELLOR F4 in Barrel	19.50
7 IN. GOERZ DAGOR F6.8 in Barrel	62.50
7 IN. SCHNEIDER XENAR F4.5 in Barrel	42.50
7½ IN. BAUSCH & LOMB TESSAR F4.5 in Barrel	39.50
7½ IN. TURNER-REICH F6.8 in Acme Shutter	79.50
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8¼ IN. SCHNEIDER XENAR F3.5 in Compound Shutter	69.50
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8¼ IN. GOERZ PROJ-DOGMAR F4.5 in Barrel	49.50
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8½ IN. KODAK F4.5 in Barrel	52.50
8½ IN. KODAK COMMERCIAL EKTAR F6.3 in Barrel, Coated	72.50
9½ IN. STEINHEIL UNOFOCAL F4.5 in Barrel	62.50
9½ IN. BEACH MULTI-FOCAL F4.5 in Betax Shutter	49.50
9½ IN. WOLLENSAK F4.5 in Barrel	59.50
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12 IN. AEROSTIGMAT F4.5 in Barrel	65.00
12 IN. AEROSTIGMAT F4.5 in Betax Shutter	75.00
12 IN. GUNDLACH RADAR F4.5 in Betax Shutter	110.00
12 IN. TURNER-REICH F7 in Acme Shutter	95.00
12½ IN. SCHNEIDER AERO-XENAR F3.5 in Barrel	81.50
14 IN. CARL ZEISS TESSAR F4.5 in Barrel	149.50
14 IN. DALLMEYER TELEPHOTO F5.6 in Barrel	75.00
15 IN. TURNER-REICH F7.5 in Acme Shutter	149.50
16 IN. HELIAR F4.5 in Barrel	159.50
16 IN. BEACH MULTI-FOCAL F4.5 in Barrel	95.00
19 IN. RODENSTOCK EURYGON F4.5 in Barrel	89.50
19 IN. HELIAR F4.5 in Barrel, Coated	202.50
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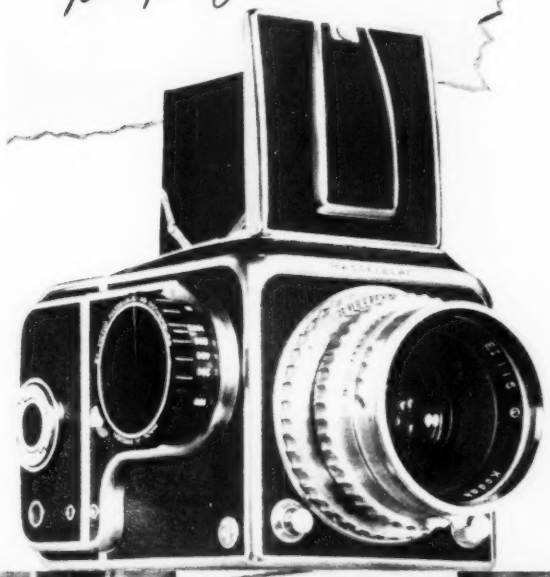

Wherever your photographic journeys may lead you . . . whatever your favorite subjects may be — the HASSELBLAD Camera merits your interest. This is particularly true if you pursue your photographic work, and pleasure, with the practiced discipline of a perfectionist. For here is an instrument, precision crafted in Sweden, with built-in refinements that will bring a new range . . . a new sureness to your picture making. Interchangeable film magazines, interchangeable lenses, automatic controls, speeds to 1/1600 second, built-in flash — these are but a few of the features that make the HASSELBLAD a "must" for your personal inspection.

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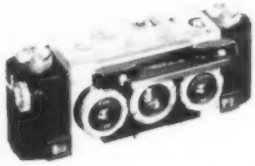
STEKY III

Sub-miniature using special magazine with 16-mm film; 24 exposures, 10x14-mm size; 25-mm Stekinar Anastigmat f/3.5 coated lens; behind-the-lens shutter with speeds from 1/25 to 1/100 sec., & B; eye-level finder; fixed focus; automatic film counter; all metal construction; built-in filter. Price, including eveready case and lens cap, $29.95 including tax.
DIST., Wilmot Sales Corp.

STEREO REALIST ST41

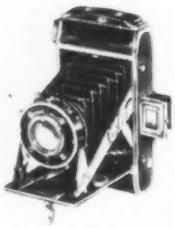


Cartridge 35 mm; up to 29 sets of stereo exposures; two-lens stereoscopic camera; 35-mm coated David White Co. anastigmat f/3.5 lens; ring set, gear-retarded shutter; speeds from 1 sec. to 1/150 sec., T & B; built-in synchronization; eye-level finder; scale focusing; coupled split field military-type rangefinder; hyperfocal distance table; depth of field guide; exposure counter. Price, $162.50; eveready case, $11.25. Complete accessories available.

STEREO REALIST MODEL ST42

Same as Model ST41 except for matched f/2.8 coated Kodak Ektar four-element lenses; shutter speeds from 1 to 1/200 sec., T & B. Price, $227.50; case, $11.25.
MFR., David White Sales Co.

TELKA II



Roll film size 120; 8 exposures 2¼x3¼; 90-mm Manar Anastigmat f/3.5 lens in Prontor II shutter with speeds from 1 to 1/200 sec., T & B; delayed action self timer; built-in synchronization; eye-level finder; helical focusing; built-in automatic exposure calculator; body release. Price, $63.75 including tax.

TELKA I

Similar to above model; equipped with 110-mm Manar Anastigmat f/4.5 lens in Prontor I shutter with speeds from 1/25 to 1/125 sec., T & B. Price, $49.95 including tax; eveready case for Telka cameras, $7.
MFR., J. L. Galef & Son, Inc.

TOWER 120

Roll film size 120; 8 exposures, 2¼x3¼; all-metal; 110-mm meniscus f/16 lens; leaf-type shutter with I & T settings; built-in flash synchronization; fixed focus; eye-level finder; detachable flash unit. Price, $4.89; without

built-in synchronization and flash unit, $3.69.

TOWER 34

Roll film size 120; 8 exposures, 2¼x3¼; meniscus lens; single-blade shutter with I & B settings; built-in eye-level finder; flash unit with polished reflector. Price, $8.45.

TOWER 51

Roll film size 120 or 620; 8 exposures, 2¼x3¼; Crystar lens; single-blade shutter with I & B settings; built-in synchronization; body release; accessory clip for flash unit; built-in eye-level finder. Price, $14.95 including tax; flash unit, $2.79; case, $2.29.

TOWER 50

Similar to 51 model but without built-in synchronization. Price, $9.95 including tax.

TOWER 49

Rollfilm size 120 or 620; 8 exposures, 2¼x3¼; optically ground coated lens; shutter synchronized for flash; I & B settings; body release; eye-level finder; accessory clip. Price, $17.49.

TOWER 35

Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm f/2 coated Nikkor lens; screw mount (interchangeable); focal-plane shutter, 1 to 1/500 sec., T & B; eye-level finder; coupled rangefinder; exposure counter; automatic film stop; double exposure prevention device; rewind device. Price, $175. Accessories include case, flash unit, interchangeable lenses.
DIST., Sears, Roebuck & Co.

TRAVELOR 120

Roll film size 120; 8 exposures, 2¼x3¼; 110-mm Zellar meniscus f/11 lens; single blade shutter with 1/50 second speed, & B; built-in synchronization; eye-level finder; fixed focus; body release. Price, $6.95 including tax; flash unit, $2.95.
DIST., Pho-Tak Corp.

UNIVERSAL VITAR

Cartridge 35 mm; up to 36 exposures, 1x1½; 50-mm f/3.5 coated anastigmat lens; between the lens shutter, 1/25 to 1/200 sec., & B; built-in flash synchronization; exposure counter; exposure guide; built-in extinction-type exposure meter. Price, $41, including tax; eveready case, $7. Accepts standard accessories.

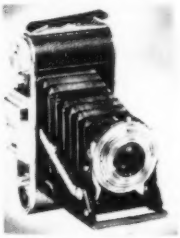
UNIFLEX I

Roll film size 120 or 620; 12 exposures, 2¼x2¼; 75-mm coated anastigmat triplet f/5.6 lens; between-the-lens shutter, speeds from 1/25 to 1/200 sec., & B; built-in synchronization; eye-level direct vision finder; scale and reflex focusing; depth of field scale. Price, $55 including tax; eveready case, $9.95.

UNIFLEX II

Roll film size 120 or 620; 12 exposures, 2¼x2¼; 75-mm coated anastigmat triplet f/4.5 lens; depth of field scale; between-the-lens shutter, speeds from 1/10 to 1/200 sec., T & B; built-in synchronization; direct vision finder; scale and reflex focusing. Price, $75 including tax; eveready case, $9.95.
MFR., Universal Camera Corp.

VENTURA 69



Rollfilm size 120; 8 exposures, 2¼x3¼; 105-mm f/6.3 coated Agnar Anastigmat lens; double action Vario shutter, 1/25 to 1/200 sec., T & B; built-in flash synchronization; built-in Newton viewfinder; cable release socket; body release; accessory shoe; table support; carrying strap. Price, $36, including tax.

VENTURA 69 DELUXE

Same as above, with Prontor S shutter, 1/25 to 1/200 sec., T & B; built-in flash synchronization; delayed action timer. Price, $49.95, including tax.

VENTURA 69 DELUXE COMPUR

Same as above with 105-mm f/4.5 coated Solinar Anastigmat lens; Compur Rapid shutter, 1 to 1/400 sec., T & B; built-in flash synchronization; prism finder; double exposure prevention device. Price, $67.50, including tax.

VENTURA 66

Roll film size 120; 12 exposures, 2¼x2¼; coated 84-mm Agnar anastigmat f/4.5 lens; double-action Vario shutter with speeds from 1/25 to 1/200 sec., B; built-in synchronization; built-in eye-level finder; manual focusing; instant shutter release lever. Price, $39.50. Eveready case available as accessory.

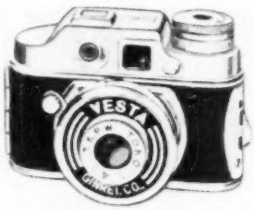
VENTURA 66 DELUXE

Same as above, with 85-mm f/4.5 coated Apotar Anastigmat lens; Prontor shutter, 1/25 to 1/200 sec., & B; built-in flash synchronization; delayed action timer. Price, $49.95, including tax.

VENTURA 66 DELUXE COMPUR

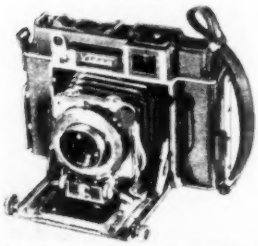
Roll film size 120; 12 exposures, 2¼x2¼; coated 85-mm Solinar anastigmat f/4.5 lens; Compur Rapid shutter with speeds from 1 to 1/500 sec., & B; delayed action; built-in synchronization; built-in Newton finder; manual focusing; body release; Red Dot double exposure prevention device; locking device for T exposures; accessory clip. Price, $62 including tax. Eveready case available as accessory.
DIST., Alfa Photo Corp.

VESTA



Sub-miniature using special 16-mm roll; 10 exposures; 20-mm Toko f/4.5 lens; Vario-type shutter with 1/50 sec & B settings; built-in eye-level finder; fixed focus; eveready case. Price $7.95 including tax.
DIST., Camera Specialty Co.

VIDAX



Roll film size 120 or 620; sheet film, film-packs, size 2¼x3¼; 8, 12 or 16 exposures on roll film, 2¼x3¼ down to 1⅝x2¼; interchangeable lens; choice of Wollensak Raptar, Kodak Ektar, or Zeiss Tessar; focal lengths from 3½ to 5 inches; lens speeds from f/3.5 to

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THE LENS CRAFTERS DELIGHT! Fun for adults! Fun for children! Kits include plainly written, illustrated booklet showing how you can build lots of optical items. Use these lenses in photography for copying, **ULTRA CLOSE-UP SHOTS**, Microphotography, for "Dummy Camera," Kodachrome Viewer, Detachable Reflex View Finder for 35 mm. cameras, Stereoscopic Viewer, ground glass and enlarging focusing aids. And for dozens of other uses in experimental optics, building TELESCOPES, low power Microscopes, etc.

Stock #2-P—10 lenses — **$ 1.00 Postpaid**
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Speed f 7.7, focal length approx. 127 mm. Suitable for pictures, negatives, positives up to 3¼x4¼".
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Stock #4029-P—35 mm. — **$2.85 Postpaid**
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FROM AN INFRA-RED SNOOPERSCOPE

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Stock #5141-P **$6.00 Postpaid**

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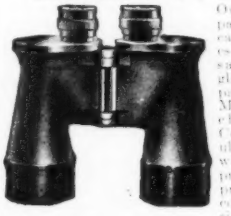

Own a truly fine pair of American-made glasses at substantial savings over glasses of comparable quality. Made by Anchor Optical Co., our Binoculars are lightweight, dust-proof, moisture-proof, expertly collimated. Designed and built to stay in collimation even under rough usage. Optics are low reflection coated—precision made for clarity and sharp definition. Metal parts chemically treated to prevent corrosion. Anchor Binoculars come with sturdy Carrying Case and neck strap. All Glasses factory tested and inspected—guaranteed for full year against any defects in workmanship or materials. Sold with 10 DAY MONEY BACK PRIVILEGE.

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(**Be sure to add 20% Fed. Tax on Binoculars**)

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Gov't Cost $200.00! Our Price $27.50!

Big 2" diameter objective. All lenses Achromatic. Amici prism erects the image. 4 built-in filters—clear, amber, neutral and red. Slightly used condition but all guaranteed for perfect working order. Weight 5 lbs.
Stock #943-P **$27.50 Postpaid**

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TODAY! . . . For Only $1.00

See your Black and White image in vivid colors. Your optical "converter" is one of our Plain Tank Prisms. Simply hold it up to your eyes and look through the prism. Your television image will take on brilliant hues of red, orange, yellow, blue, green, indigo, violet. A beautiful sight—Practical? Not for steady use, but definitely a unique and novel effect. These prisms are war surplus . . . sold at a fraction of their original cost.

Stock #3101-P—Plain Tank Prism (Seconds—Slightly chipped) — **$1.00 Postpaid**

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TELESCOPE EYE-PIECE—Consists of 2 Achromatic lenses F.L. 28mm, in a metal mount.
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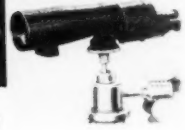
AMAZING POCKET-SIZE 10 POWER SPOTTING SCOPE



Complete With Tripod and Swivel Head

Only 5½" long—8½" high on tripod. Adapted from Army telescope and worth many times our price. Excellent for clarity and sharpness. Has prism erecting system, achromatic objective, Ramsden Eye-Piece. Lenses low reflection coated. Ideal Scope for sportsmen and hunter.
Stock #955-P — **$14.95 Postpaid**

YOUR CHANCE TO SAVE REAL MONEY!

MAKE A MICROSCOPE—Get wonderful results. Own an instrument worth many times the cost to you. Simply convert a U. S. Govt. Rifle-scope (Govt. cost over $65.00). It's easy! We show you how. No machining required. Get up to 40 Power. Scope we furnish is used but good condition . . . sent complete with extra lenses and directing sheet.
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WRENCHES—for above project, to simplify and speed up work—
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CONDENSING LENSES—Seconds, but suitable for Enlargers and Spotlights.

	Ea. Pstpd.
Stock No. 1103-P—7/16" dia. ½" F.L.	$ .50
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Stock No. 1077-P—2⅜" dia. 3" F.L.	1.00
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Stock No. 1099-P—4" dia. 6½" F.L.	1.20
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Speed F/1.9 . . . F.L. 15mm. $22.00 value for $7.50. Low Reflection Coated. Used on 8 or 16 mm. Movie Projectors . . . or to make a Desk Viewer or Editor . . . for 16 mm. Micro-film Reader . . . for Contour Projector for very small items.
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OWNERS OF MINIATURE CAMERAS USING 16 MM. FILM

Stock #4045-P above, is an excellent lens for making a still Projector to show your transparencies.

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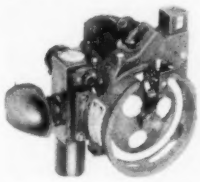

BRAND NEW and with Automatic Electric Averaging Device and Illuminated Averaging Disc for nighttime use. Govt. cost $217. Though brand new we have rechecked Bubble and Collimation and GUARANTEE perfect working order.

Price includes wooden Carrying Case. Full directions for use accompany each shipment.
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BUBBLE SEXTANT—TYPE A-8A. Excellent condition but may be slightly used. Each has been carefully checked and collimated. Averaging device for nighttime use. Carrying Case and instruction booklet included. Gov't. cost about $325.00. Attention! Boat Owners! This Sextant can also be used to view the natural horizon.
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$1,200.00 VALUE for $95.00

SCISSORS TELESCOPE—Gives 100 times greater stereoscopic power than the unaided eye. Binocular type. Big field of view. 12 power. Furnished complete with tripod mount and case. Used by Army and Navy for long distance spotting, target observation, etc. Used but good condition. Shipped f.o.b. Camden, N. J. (Weight approx. 79 lbs.)
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LARGE DIAMETER MAGNIFIER LENSES

Stock No.	F.L.	Dia.	Price
12,010-P	6.06"	2½"	30c Postpaid
12,011-P	7.94"	2½"	30c Postpaid
12,014-P	7.46"	3"	35c Postpaid
12,015-P	7.87"	3½"	40c Postpaid
12,016-P	9.84"	4"	45c Postpaid
12,017-P	11.25"	4½"	50c Postpaid

RIGHT ANGLE PRISMS

Mount one of these on the front of your camera lens to take pictures of people to your right or left without them knowing it. Also many other uses for the photographic hobbyist.

Stock No.	Size of Face	Price
3132-P	1"	$1.50 Postpaid
3102-P	1¼"	1.00 Postpaid
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3170-P	2"	1.75 Postpaid

NON-ABSORBING BEAM-SPLITTING MIRROR—Latest development! Optically flat to ¼ wave length. Size: 1½" x 2⅛" x ¼" thick. Reflects approximately 50%, and transmits approximately 50%. No light is absorbed. Has a three-layered film which accomplishes non-absorption.
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Stock #539-P—60 mm. x 80 mm. — **75c Postpaid**
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Wider, Flatter Field!

UTILITY MAGNIFIERS
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Best on the market today . . . outstanding for their exceptionally wide, flat field of view.

LOOK AT THESE FEATURES

* Rugged construction, with aluminum body.
* Ring provided to "lock" in focus.
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* Excellent clarity and sharpness right out to edge of field.
* Double lens systems. Eye Lens has clear diameter of 1⅝". Objective Lens 1¾".

5 Power Magnifier
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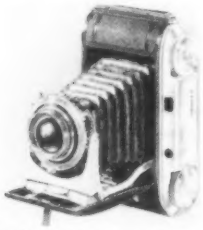
f/6.8; all lenses coated; shutter speeds from 1 to 1/400 sec., T & B; built-in synchronization; double-extension bellows; eye-level finder; scale and manual focusing; coupled rangefinder with one window for range and viewfinders; variable rangefinder can be adjusted by knob to synchronize focus with lenses from 65 to 127 mm; interchangeable back compartments; built-in adjustable framing device to get 8, 12, or 16 exposures on 120 film. Price, without lens, $180; with 101-mm f/4.5 Raptar in Synchro shutter, $242; with 101-mm Ektar f/4.5 in Supermatic shutter, $235; with 105-mm Ektar f/3.7 lens, $265. All prices include tax. Accessories include adapter backs for sheet film and filmpacks.
MFR., Vidmar Camera Co.

VOIGTLANDER RANGEFINDER BESSA II



Roll film size 120; 8 exposures, 2¼x3¼; coated 105-mm Color-Skopar f/3.5 lens; depth of field scale; Compur Rapid shutter with speeds from 1 to 1/400 sec., B; delayed action; built-in synchronization for Class S lamps; built-in eye-level finder; manual focusing; coupled, one-window-type rangefinder; depth of field guide. Price, $115; case, $9.50; with coated 105-mm Color Heliar f/3.5 lens in Compur Rapid shutter, $152.50.

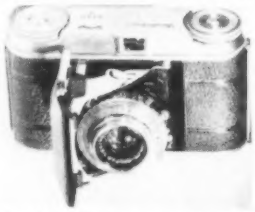
VOIGTLANDER BESSA I

Rollfilm size 120; 8 exposures, 2¼x3¼, or 16 exposures, 1⅝x2¼; f/4.5 coated Vaskar anastigmat lens; depth of field scale; Prontor S shutter, 1 to 1/250 sec., & B; built-in flash synchronization; delayed action timer; body shutter release; optical eye-level finder; parallax control; oversized film winding knob; accessory clip. Price, $49.50, including tax; with f/3.5 coated Color-Skopar lens, $64.50; case, $9.50.

VOIGTLANDER BRILLIANT V6

Roll film size 120; 12 exposures, 2¼x2¼; coated 75-mm Vaskar f/4.5 lens; depth of field scale; Prontor II shutter with speeds from 1 to 1/175 sec., T & B; delayed action; eye- and waist-level finders; reflex focusing; depth of field guide; built-in filter safe; automatic exposure counter; automatic film stop. Price, $39.50; case, $8.50. With Voigtar f/6.3 coated lens in Singlo shutter, speeds 1/25 to 1/75 sec., B and T; built-in self-timer. Price, $29.50.

VOIGTLANDER VITO II



Cartridge 35 mm; up to 36 exposures, 1x1½; coated 50-mm Color-Skopar f/3.5 lens; depth of field scale; Compur Rapid shutter with speeds from 1 to 1/500 sec., T & B; delayed action; built-in synchronization for class S lamps; built-in eye-level finder; manual and scale focusing; exposure counter; depth of field guide. Price, $57.50; case, $7.75; with f/3.5 Color-Skopar lens in Prontor S shutter with speeds from 1 to 1/300 sec., T & B; built-in synchronization, $49.50.
DIST., Willoughbys, Inc.

WELTAX

Rollfilm size 120; 12 exposures, 2¼x2¼; f/3.5 coated Meritar lens; depth of field scale; Prontor S shutter, 1 to 1/250 sec., & B; built-in flash synchronization; body shutter release; manual focusing; eye-level optical finder with parallax compensator. Price, $59.50, including tax. With f/3.5 T-coated Zeiss Tessar lens in Compur Rapid synchro shutter, 1 to 1/400 sec., & B, and delayed action timer, price $99.50 including tax.

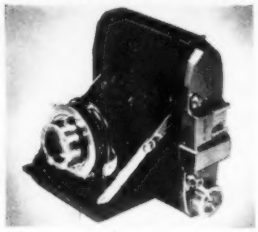
WELTI II

Cartridge 35 mm; up to 36 exposures, 1x1½; f/3.5 T-coated Zeiss Tessar lens; depth of field scale; Compur Rapid shutter, 1 to 1/500 sec., & B; built-in flash synchronization; combined coupled rangefinder and eye-level optical finder; body shutter release; exposure counter. Price, $149.50, including tax.

WELTI

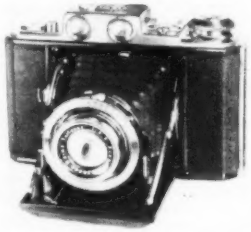
Cartridge 35 mm; up to 36 exposures, 1x1½; T-coated Zeiss Tessar lens; depth of field scale; Compur Rapid shutter, 1 to 1/500 sec., & B; built-in flash synchronization; eye-level optical finder; manual focusing; exposure counter; body shutter release; accessory shoe. Price, $79.50, including tax.
DIST., Ercona Camera Corp.

WALTAX JUNIOR



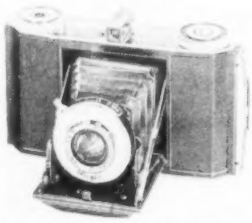
Rollfilm size 120; 16 exposures, 1⅝x2¼; 75-mm f/4.5 coated Bio-Kolex anastigmat lens; Okako double action shutter, 1/25 to 1/150 sec., & B; built-in flash synchronization; manual helical focusing; eye-level optical finder; eveready case. Price, $23.90, including tax.
DIST., Spiratone.

WELLMY



Roll film size 120; 12 exposures 2¼x2¼; 75-mm Torionar f/3.5 lens; shutter speeds from 1 to 1/200 sec., B; body release; accessory rangefinder fits in clip on top of camera; built-in finder. Price, with case, $49.50.
DIST., General Photographic Supply Co.

WIRGIN 45



Roll film size 120; 12 exposures, 2¼x2¼; 75-mm coated Wirgin Anastigmat f/4.5 lens; shutter speeds from 1/25 to 1/125 sec., T & B; other features and make-up similar to the above model. Price, $34.50 plus tax; Wirgin flashing unit, $6.98.

WIRGIN 51

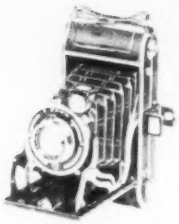
Identical to the Wirgin 45, except has coated 75-mm Wollensak Velostigmat f/4.5 lens; shutter speeds from 1/25 to 1/150 sec., T & B; swing-out roll holders to ease loading; two tripod sockets. Price, $39.50 plus tax; Wirgin flashing unit, $6.98, plus tax.

WIRGIN 11

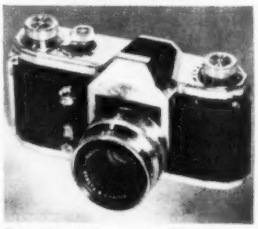
Roll film size 120; 12 exposures, 2¼x2¼; 75-mm coated Meniscar lens; fixed focus; light-tight hinged back; self-erecting bellows; built-in flash synchronization; eye-level finder. Price, $17.95 plus tax; flashing unit, $3.98, plus tax.

WIRGIN PRESTO 120

Roll film size 120; 8 exposures 2¼x3¼ or 16 exposures, 1⅝x2¼ with film mask supplied with camera; coated 4½-inch Schneider Radionar f/4.5 lens; Vario shutter with speeds from 1/25 to 1/100 sec., T & B; built-in synchronization; eye- and waist-level finders; manual focusing; body release. Price, $32.50; eveready case, $6.75; camera with Schneider lens in Prontor shutter with speeds from 1/25 to 1/200 sec., T & B; delayed action; built-in synchronization, $34.75.
DIST., Camera Specialty Co., Inc.

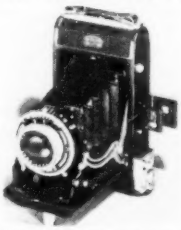


ZEISS IKON CONTAX-S



Cartridge 35 mm; up to 36 exposures, 1x1½; T-coated 58-mm f/2 Zeiss Biotar, f/2.8 T-coated Zeiss Tessar or f/3.5 T-coated Zeiss Tessar lenses, with built-in pre-set diaphragms; focal-plane shutter with speeds from 1 to 1/1000 sec.; built-in synchronization; single-lens reflex-type miniature with prismatic eye-level finder; built-in sports-finder; depth of field guide on lens barrel; direct, through-the-lens focusing with non-reversing view; hyperfocal distance table. Price, with Biotar, $475; with f/2.8 Tessar, $395; with f/3.5 Tessar, $365; case available; prices include tax. Complete accessories available.

ZEISS IKON ERCONA



Roll film size 120; 8 exposures, 2¼x3¼; coated 110-mm f/4.5 Novar anastigmat lens in Prontor S shutter with speeds from 1 to 1/250 sec., B; built-in synchronization; eye-level optical finder; double exposure prevention device; body-type shutter release; manual focusing. Price, $67.50, including tax; case, $7.50.

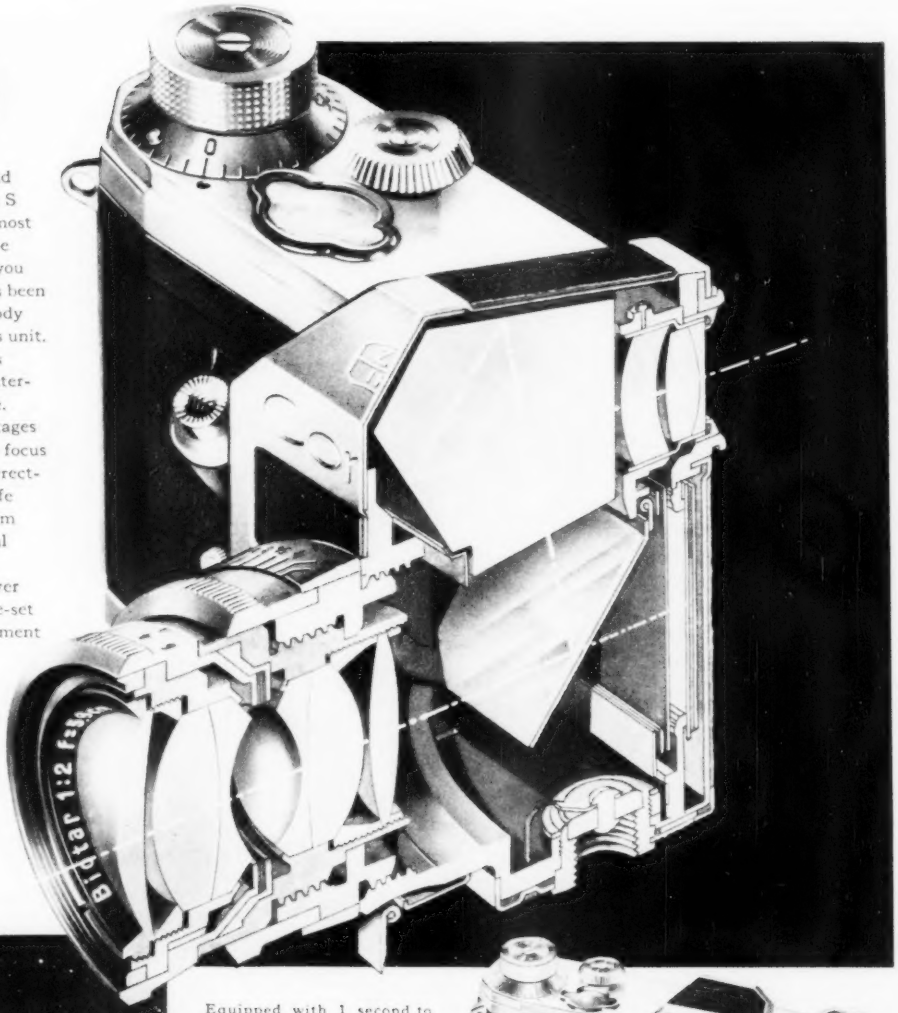
ZEISS IKON TENAX

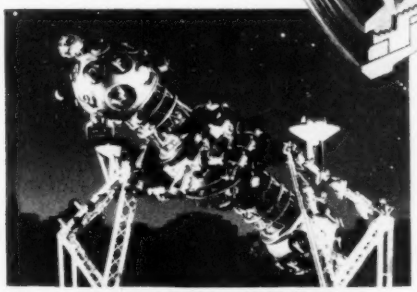
Cartridge 35 mm; up to 50 exposures, 1x1; f/3.5 T-coated Zeiss Tessar lens; depth of field scale; Compur Rapid shutter, 1 to 1/500 sec., & B; trigger-like mechanism advances film and cocks shutter in single operation, permitting sequence photography; exposure counter; eye-level optical finder; manual focusing. Price, $89.50, including tax; with f/3.5 coated Novar lens, price is $66, inc. tax.
DIST., Ercona Camera Corp.

INSIDE THE CONTAX-S

ZEISS IKON

The Prisma-Scope viewing and focusing system of the Contax S has been hailed as one of the most significant achievements in the annals of photography. Here you see how the Prisma-Scope has been integrated with the camera body to form a single, homogeneous unit. In this manner Zeiss-Ikon has preserved all the true characteristics of the 35 mm. miniature. And what remarkable advantages the Prisma-Scope offers! You focus on an image that is always correct-sided, always upright—and life size! You get complete freedom from parallax and enjoy visual control of depth of field. No accessory range-finders are ever required. And now, with a pre-set diaphragm as standard equipment — picture taking is accomplished with lightning speed. We are flattered by the many attempts at imitation — but for those who want the finest, there is no other camera quite like the Zeiss-Ikon Contax-S. Try it yourself—and see.





The PLANETARIUM PROJECTOR

Made by Carl Zeiss, Jena, Creator of the Contax-S Prisma-Scope and lens system.

Perhaps the most complex optical instrument ever built, the Planetarium Projector thrills thousands each year in Chicago, Los Angeles, New York, Philadelphia, Pittsburgh and Chapel Hill, with its breathtaking panorama of the heavens. Only the genius and craftsmanship of Carl Zeiss, Jena, could have engineered the Planetarium Projector — the same genius responsible for the optical system of the Contax-S.

Equipped with 1 second to 1/1000th focal plane shutter, pre-set diaphragm, self-timer, synchronized for flash and strobe.

with "T" coated F/3.5 Carl Zeiss Tessar lens.... **$365**

with "T" coated F/2.8 Carl Zeiss Tessar lens.... **$395**

with "T" coated F/2 Carl Zeiss Biotar lens.... **$475**

prices include federal tax, fair traded

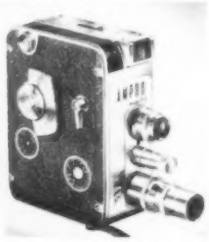
Write to Dept. C-3 for Contax-S booklet "Natural Focusing" and name of nearest dealer.

ERCONA CAMERA CORP.

527 Fifth Avenue • New York 17, N. Y.

MOVIE CAMERAS

AMPRO 8 MODEL 350



8-mm silent; magazine loading; 25 ft. capacity double width; six speeds, 12 to 64 frames per second; spring run 10 ft.; visual footage indicator; parallax correcting viewfinder; exposure guide; two-lens turret; selector guide for matching viewfinder to lenses. Price, with f/1.9 coated lens in focusing mount, $189.50; with f/2.5 coated lens in focusing mount, $159.50; combination case, $18.75.

AMPRO 8 MODEL 340

8 mm silent; magazine loading; 25 ft. capacity, double width; single lens model; same features as Model 350. Price, with f/2.5 coated lens in focusing mount, $139.50; sheath case, $9.75; can be converted to turret Model 350 for $26.50.

MFR., Ampro Corporation.

AURICON CINE-VOICE

16 mm sound-on-film recording camera; records sound track and picture on same film at same time; black-and-white or color film; 100-foot capacity; 24 frames per second; rotary shutter with 175° angle; 1/50 sec. shutter speed at 24 frames per second; electric motor drive; film arm indicator; large picture optical finder with parallax correction and lens mattes; focusing by lens calibration; interchangeable; 3-lens turret available; uses C-mount type lens. Price, $695 including tax; luggage type case included with camera. Accessories include tripods, qual-phono turntable, microphone stands, synchronous motor, etc.

AURICON-PRO

16 mm sound-on-film recording camera; designed to record both sound and picture on the same film, at the same time; black-and-white or color film; camera is completely silent in operation; records 5½ minutes of talking pictures continuously if desired; driven by synchronous electric motor; can be operated independent

of power lines by means of portable power supply. Price on request.

MFR., Berndt-Bach, Inc.

B & H SPORTSTER

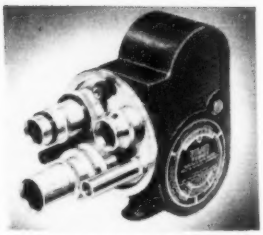
8 mm silent; 25 ft. capacity double width; camera speeds, 16, 24, 32, 48, and 64 frames per second; 133° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames per second; spring motor drive; rundown stop; spring run 5 ft.; dial footage indicator; built-in eye-level finder with masks; interchangeable lenses; B&H coated 5-inch f/2.5 lens in bayonet mount; universal focus; single exposure device; built-in exposure guide; wrist cord; automatic film gate. Price, $109.95 including tax; sheath-type case, $8.95; candid-type case, $9.95; combination case, $18.95. Accessories include filters and interchangeable lenses: ½-inch f/1.9; ½-inch f/1.4; 1-inch f/1.5; 1-inch f/1.9; 1½-inch f/3.5; 2-inch f/1.4; and 2-inch f/3.5.

B & H COMPANION

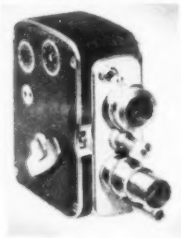
Similar to the Sportster in design and features except does not have viewfinder masks, single frame exposure, and has camera speeds, 8, 16, 24, and 32 frames per second. Price, $99.95 including tax. Accessories, including cases and interchangeable lenses, same as Sportster.

B & H TRI-LENS 8

8 mm silent; 25 ft. capacity double width; 16, 24, 32, 48, and 64 frames per second; 133° angle rotary disc shutter; rundown stop; spring run 5 ft.; dial footage indicator; spring motor drive; 3-lens turret with matching positive-type viewfinders; B&H coated 5" f/2.5 lens in screw mount; universal focus; built-in lens shade; built-in exposure guide; single exposure device; critical focuser; automatic film gate. Price, $149.95 including tax; case, $22.95. Available interchangeable lens same as Sportster.



B & H 172-A



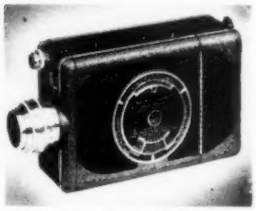
8 mm silent; magazine load; 25 ft. capacity, double width; 16, 24, 32, 48, and 64 frames per second; 133° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames per second; spring motor drive; indicator alarm; spring run 9 ft.; dial and visible pointer in viewfinder for footage indication; positive optical built-in eye-level finder; 2-lens turret; B&H coated .5 inch f/2.5 Comat lens in screw mount; universal focus; built-in lens shade; single exposure device; built-in exposure guide; continuous operation lock; viewfinders ride with lenses on turret. Price, $169.95 including tax; sheath-type case, $8.95; candid-type case $9.95; combination case, $22.95. Available interchangeable lenses: ½-inch f/1.9; ½-inch f/1.4; 1-inch f/1.9; 1½-inch f/3.5.

B & H 172-B

Same features as above, but single lens camera; not equipped with indicator alarm or visible pointer in viewfinder for footage indication. Price, with .5-inch f/2.5 coated Comat lens, $139.95. Case and accessories available.

B & H AUTO LOAD

16 mm silent; capacity 50 ft. in magazines; speeds of 16, 24, 32, 48, and 64 frames per second; 133° angle single blade disc shutter; 1/43 sec. shutter speed at 16 frames per second; spring motor with rundown stop; 12-foot useful run; dial-type footage indicator; positive optical built-in eye-level finder; B&H coated 1-inch f/2.5 lens; universal focus; built-in lens shade; screw mount; interchangeable; single exposure device; built-in exposure guide; hand strap; lens cap. Price, $189.95 including tax; sheath-type case, $9.95; combination case, $20.95. Accessories available include filters, thru-the lens focuser, etc. Lenses available



7-inch f/2.5 (T-2.7); 1-inch f/1.9 (T-2.1); 1-inch f/1.5; 2-inch f/1.4 (T-1.6); 2-inch f/3.5; 2.8-inch (T-2.5); 3-inch f/4 (T-4.5); 4-inch f/4.5 (T-5.1); 4-inch (T-2.5); 6-inch f/4.5.

B & H AUTO MASTER

Same as Auto Load, except has turret head; positive optical built-in eye-level viewfinder rides with lenses on turret. Price, $249.95 including tax; combination case, $26.95. Accessories and available lenses are the same as the Auto Load model.

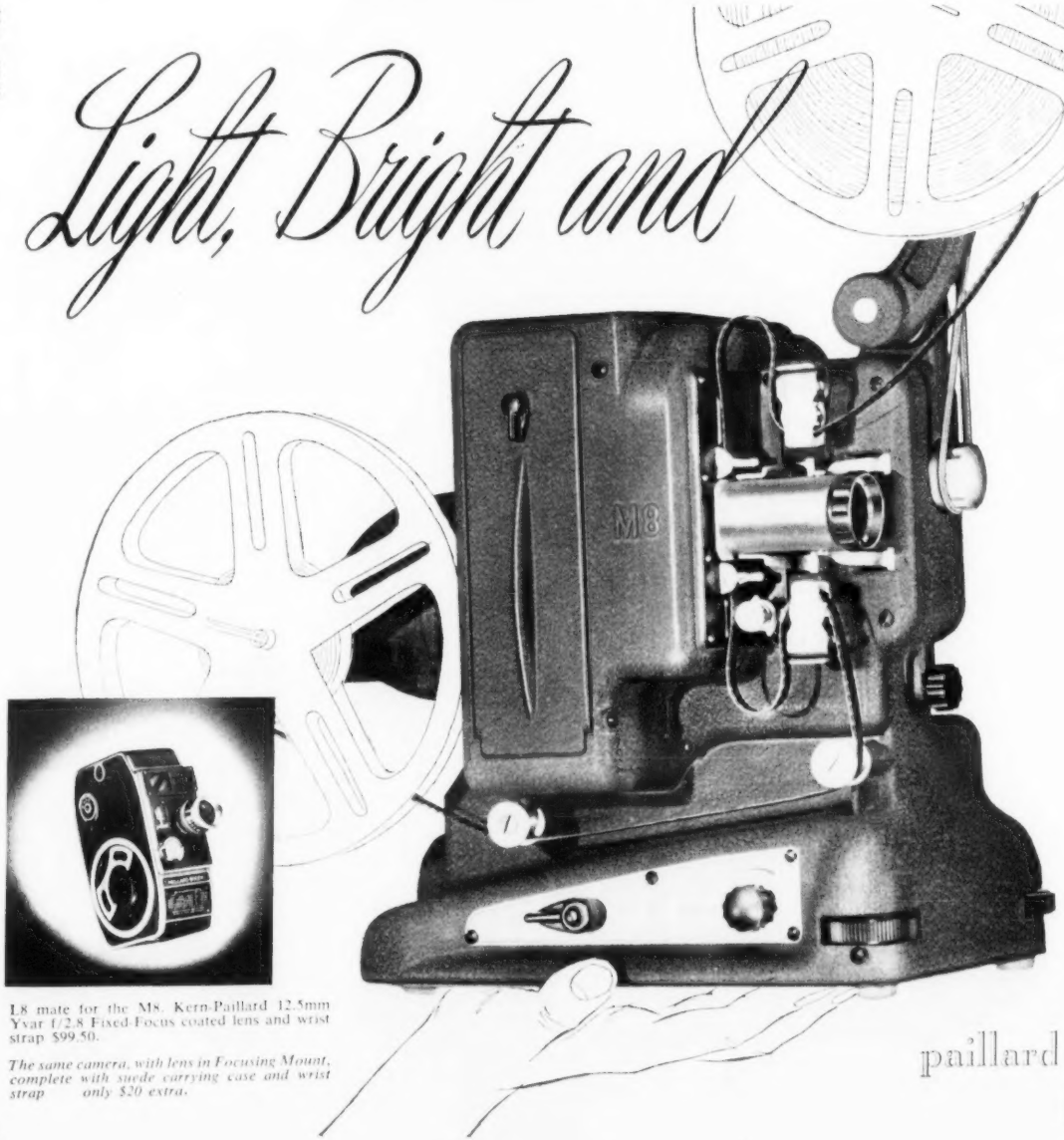
B & H 70-DL

16 mm silent; roll loading; 100 ft. capacity; camera speeds of 8, 12, 16, 24, 32, 48, and 64 frames per second; 204° rotary disc shutter; 1/27 sec. shutter speed at 16 frames per second; spring motor drive with rundown stop; useful spring run of 23 ft.; hand crank; revolving drum finder; 3-lens turret with matching 3-objective viewfinder including parallax correction, focusing eyepiece and film plane reference mark; B&H coated 1-inch f/1.9 lens set to scale; screw mount; built-in lens shade; critical focuser; continuous operation lock. Price, $369.95 including tax; combination case, $37.95. Available accessories include filters, motor, rewind knob, external magazines. Lenses available: 7-inch f/2.5 (T 2.7); 1-inch f/1.9 (T 2.1); 1-inch f/1.5; 1-inch f/1.4; 1-inch f/2.5; 2-inch f/1.4 (T 1.6); 2-inch f/3.5; 2.8-inch (T 2.5); 3-inch f/4 (T 4.5); 4-inch f/4.5 (T 5.1); 4-inch (T 2.5); 6-inch f/4.5.

B & H 70-J SPECIALIST

16 mm with 100 ft. capacity, or 400-foot magazines; 8, 12, 16, 24, 32, 48, and 64 frames per second camera speeds; 204° rotary disc shutter; shutter stabilizer; 1/30 sec. shutter speed at 16 frames per second; spring motor; hand crank; rewind knob; rundown stop; spring run of 23 ft.; parallax adjustment and shift-over focusing; Veeder footage counter; positive optical turret finder; 4-lens turret; B&H coated 1-inch T-2.1 (f/1.9)

Light, Bright and Handsome!



Acclaimed by Dealers, Public and the Press as being this year's most wanted movie equipment, the sheer simplicity of the M-8 projector appeals particularly to the non-technical user. This simplicity is the outcome of fine design which makes it the only 8mm projector with all these features:

- *Rapid and positive "snap" threading*
- *Gate can be cleaned while film is running!*
- *Automatic loop formed at all times*
- *Powerful turbo-cooling of lamp and light filter insures low temperature at film face*
- *Brilliant screen image from a 500 watt lamp through a unique optical system matches the efficiency of a 750 watt lamp*
- *Rapid access to lamp for replacement—turn a button and the lamp swings out*
- *Rapid motor rewind—"click" release film-touch clutch—400' rewound in 15 seconds. Auxiliary hand rewind for short lengths or editing.*
- *Simple controls—on, off, motor, lamp and rapid-release switch all in one*
- *Three point centering of projector.*
- *Picture framing by patented film shift through claw mechanism.*
- *Big brilliant pictures assured by coated f/1.6 wide angle 20mm. Kern-Paillard projection lens.*

Bolex owners — receive regular free mailings of the 25¢ magazine "Bolex Reporter" by registering the serial numbers of your Bolex equipment with us. *Paillard Products, Inc., 265 Madison Ave., New York 16, N. Y.*

Your Bolex Dealer has the M-8 Projector boxed complete with one reel and oiler for $167.25. Fitted de luxe carrying case extra $18.75.

Bolex paillard

1.8 mate for the M8. Kern-Paillard 12.5mm Yvar f/2.8 Fixed-Focus coated lens and wrist strap $99.50.

The same camera, with lens in Focusing Mount, complete with suede carrying case and wrist strap only $20 extra.

paillard **Bolex M8** projector

TWO PAGES OF BIG VALUES . . . ORDER TODAY . . . $AVE!
EVERY ITEM FULLY GUARANTEED OR MONEY BACK

MONEY BACK GUARANTEE

NOW AVAILABLE FOR YOU

the TYNAR 16mm

WITH LIFETIME SUPPLY OF FREE FILM FOR CAMERA!

NATIONALLY ADVERTISED TO SELL AT $7.95

now offered at the special introductory sale price of

$4.95 with lifetime supply of film

first roll of free lifetime supply enclosed with camera.

AT LAST! A TRULY SUPERIOR AMERICAN-MADE MINIATURE CAMERA

THIS ROLL OF MOVIE FILM FREE

ONE ROLL OF BLACK AND WHITE MOVIE FILM GIVEN FREE WITH EACH ORDER OF 6 ROLLS

- TREMENDOUS CLEARANCE SALE
- ALL FILM FULLY GUARANTEED
- COLOR FILM AT THE PRICE OF BLACK & WHITE

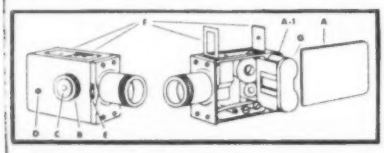
Film manufactured by nationally known firm. All film is GUARANTEED. 1952 dating. Price of film includes FREE processing and return postage.

	COLOR	8 & W Weston 50
8mm roll, 25 ft. double	$2.75	$1.50
8mm mag., 25 ft. double	3.25	2.75
16mm roll, 100 ft.	7.50	3.00
16mm mag., 50 ft.	4.95	2.75

LIFETIME SUPPLY OF FREE FILM!

Because 8-16 Films has exclusive, patented developing machines expressly designed and created to conform to the special requirements of the Tynar Camera—your negatives must be sent to the 8-16 Films Laboratories for finishing.

8-16 will return (postage paid) the processed negatives and 14 enlargements (2½"x3½") PLUS 1 free roll of black & white roll film. You pay only the regular processing costs. Full information enclosed with each film.



COMPACT AND MASTERFULLY CONSTRUCTED

The Tynar camera is manufactured by expert craftsmen to give you the finest in low-priced miniature camera field. Diagram above shows intricate construction of camera. A Sliding Cover, A-1 Magazine Aperture, B Film Control Knob, C Shutter-release button, D Counter, E Lens aperture adjustment, F View Finder, G Film magazine.

- 16mm magazine miniature camera takes 14 exposures
- Features Tynar f6.3 Achromatic lens
- Takes both color and Black & White film
- Size of prints made to jumbo size (2½"x3½")
- Unconditionally guaranteed against defective workmanship for ONE YEAR
- Free film included with each roll processed. You pay only the low processing charge.

Similar imported models sell at $25 to $35. OUR PRICE $4.95.

HOME MOVIES

We have a complete library of Black-and-White movies for young and old in 8mm and 16mm. Write for our Free catalog with complete listings. 8mm silent; 16mm available in both silent & sound.

CHARLIE CHAPLIN COMEDIES
One reel each: "The New Janitor"; "Between Showers"; "The Rounders"; "His New Profession"; "In the Park"; "By the Sea."
Two reels each: "In the Bank"; "His Night Out"; "His New Job"; "The Tramp"; "Work"; "Shanghaied."

RELIGIOUS FILMS
9 reels each: "St. Anthony of Padua"; "Messenger of The Blessed Virgin"; "Story of Bernadette."
8 reels each: "The Crowned Thorn"; "Life of Christ"; "The Christians."

8mm, 50 ft.	$ 1.00
8mm, 200 ft.	4.00
16mm, 100 ft.	2.00
16mm, 400 ft.	8.00
16mm, 400 ft., sound	12.50

WORLD FAMOUS MUTT & JEFF CARTOONS IN KODACHROME

(approx. 400' subjects, 16mm, sound, silent) Bud Fisher's world famous comic strip of characters set to symphonic music in full-color. Thrill the whole family with "Mutt & Jeff" on the screen.

MUTT & JEFF SUBJECTS
"Mixing in Mexico"
"Where Am I?"
"When Hell Froze Over"
"Slick Sleuths"
"Westward Whoa"

16mm SOUND (Reg. $50). NOW $24.95
16mm SILENT (Reg. $35). NOW $17.45

8mm and 16mm SILENT FEATURES

Title	Star	Reels
"Shadows"	Lon Chaney	7
"Covered Wagon"	Alan Hale	6
"Behind the Front"	Wallace Beery	5
"We're in the Navy"	Wallace Beery	5
"Lady Windermere's Fan"	Ronald Colman	5
"Eagle of the Sea"	Ricardo Cortez	5
"Lost World"	W. Beery & L. Stone	5
"The Americano"	Douglas Fairbanks	5
"Last of the Mohicans"	All Star Cast	5
"Captain Swagger"	Rod La Rocque	5
"Yankee Clipper"	Wm. Boyd	5
"Night Cry"	Rin Tin Tin	5

8mm, $5 per Reel—16mm, $7 Per Reel

16mm FILM CANS holds 2, 1600 foot reels each — 5 CANS FOR $2.00

BULK FILM

AVAILABLE in 8mm DOUBLE, 16mm SILENT, and 16mm SOUND.

Type of film	50 ft.	100 ft.	400 ft.
Weston 50-32 for outdoor and indoor use, fully panchromatic	$ .75	$1.50	$6.00

35mm FILM

For Kodak, Argus, Leica and Other Cameras

ANSCO: Fino-Pan, Ultra Speed and Supreme
KODAK: Plus X, Super XX, and Background X
DUPONT: Superior No. 2 and Superior No. 3

100 FOOT ROLL	$1.25
100 FOOT ROLL, NOTCHED	1.40
200 FOOT ROLL	2.40
200 FOOT ROLL, NOTCHED	2.60
400 FOOT ROLL	4.75
400 FOOT ROLL, NOTCHED	5.25

the notched film has the proper tongued cut-out at every 36 exposure with extra film allowed for loading cartridge or threading camera. ALL FILM SUPPLIED IN METAL CANS.

SELF REWINDING REELS

No need to ever rewind your films again. Show your favorite 16mm films (sound or silent) again and again without rewinding. Fits all projectors. Price includes 2, 400 Ft. reels and mounting bracket. **$3.00**

extra reels, 50c each

PROJECTORS RECONDITIONED, AND LIKE-NEW (Photos on request)

HOLMES or DEVRY—35mm sound projector with 2000' magazines.
Single projector and amplifier, $300; matched pair with amplifier, $500.

RUSH YOUR ORDER TODAY . . . $AVE DOLLARS!
EIGHT-SIXTEEN FILMS, 243 WEST 55th STREET, N. Y. 19, N. Y.

EIGHT-SIXTEEN TREMENDOUS CLEARANCE SALE

ALL FILM & PHOTO SUPPLIES BELOW WHOLESALE COST!

IMAGINE—YOUR PHOTO IN FULL COLOR

FOR THE AMAZING LOW, LOW PRICE OF

$3.00

We will send you one cartridge of 35mm color film, free processing, 10 transparencies and 10 full color prints for only $3.00. Regularly sells for $8.40 . . . that's a saving of almost $5.50 . . . you get more than twice as much for your money!

Look at the BIG VALUE You Get

1. One cartridge of 35mm color film with 10 exposures. Regular Price $2.40.
2. Free processing.
3. 10 beautiful, full, color sparkling transparencies individually mounted, size: 2¼x3¼.
4. 10 individual full color prints, size: 2¼x3¼. Regular price (10 prints — 60c each). $6.00.

The finest electronic developments and sensitometric control assure you of a quality print that captures the full brilliant color of your prints. Overexposed and underexposed transparencies are printed for the finest possible reproduction.

WE GUARANTEE . . . If you are not completely satisfied with the merchandise, you may return it and your money will be refunded in full.

CORDOMATIC TAKE-UP REELS

New, electric, self-winding cordomatic take-up reels for projectors, photographic equipment—and all electrical appliances. Eliminates loose wires when equipment is not in use. Comes complete with 20-foot heavy rubber covered wire. Dim: 3" thick, 7" diameter. Order this wonderful accessory today. A-thousand-and-one uses. Reg. $7.50. **$5.00**

IT'S CHEAPER WHEN YOU BUY 10-20-OR 40 ROLLS

ON EACH ROLL OF FILM YOU SAVE UP TO 39¢!

- PANCHROMATIC FINE GRAIN
- WESTON 40 RATING

Late 1951 dating. Manufactured by nationally known firm. ALL FILM GUARANTEED. Each roll wrapped in foil for year-round protection.

$1.95 FOR 10 ROLLS

For 20 ROLLS **$3.80**

For 40 ROLLS **$7.50**

35mm 20 EXPOSURES Including Free Processing

AND MOUNTED IN SLIDES

$2.25 EACH

FILM IS SUPPLIED WITH HANDY MAILING BAG. PROCESSED FILM IS RETURNED TO YOU POSTPAID.

COLOR ROLL FILM

now available for all popular cameras equipped with shutter speeds and adjustable lens openings.

PRICES BELOW INCLUDE: FILM and PROCESSING of color transparencies

127. $1.60	120/620 $1.75	116/616 $2

each roll is packed with handy mailing bag for return to us. After processing transparencies will be returned to you postpaid.

PRICES BELOW INCLUDE: FILM, PROCESSING of color transparencies, PLUS 6, 3¼x4½ JUMBO COLOR ENLARGEMENTS with distinctive white borders.

127. $4.15	120/620 $4.25	116/616 $4.50

each roll is packed with handy mailing bag for return to us. After processing transparencies AND PRINTS will be returned to you postpaid.

NEW LOW PRICES—COLOR PRINTS
from 35mm transparencies
Exclusive White Border Process on All Prints

20c each 2¼x3¼ . . . . . 25c each (10 or more . . . . . 20c each)

ANSCO COLOR FILM DEVELOPING 75c each
B2, 120, 620 PB20, 35mm
(35mm slides are returned mounted)

PHOTO FINISHING

JUMBO PRINTS, 3¼x4½ ENLARGED FROM

127—120—620—116—616

black and white negatives. The most modern equipment is used which automatically compensates for light and dark negatives and soft or contrasty negatives. Exclusive patented DuPont Varigam paper used for this process.

4¢ EACH
Minimum order 50c

we return film and prints to you postpaid.

ANY SIZE 127, 120, 620, 616, 116 NEGATIVES DEVELOPED AND 2¼x4½ JUMBO ENLARGEMENTS MADE

8 exposure roll 35c
12 exposure roll 50c
16 exposure roll 60c

we return film and prints to you postpaid.

ANSCO ULTRASPEED

Weston Rating: Daylight 100 — Tungsten 64

20 exposure in metal cartridge **25c**

36 exposure in metal cartridge **40c**

SPECIAL NOTE
Same day service on all merchandise orders received—NO HOLD-OVERS.

MAILING INSTRUCTIONS
To save C.O.D. charges on all mail orders, remit by cash, check, M.O. 20% deposit must be remitted with all C.O.D.'s. Add postage to remittance. Excess postage will be returned. Orders without postage will be sent collect.

EIGHT-SIXTEEN FILMS

243 West 55 St., N. Y. 19, N. Y., Dept. PP- 5

Please send me the following:

Minimum order, 50c

Enclosed find cash ☐, check ☐, M.O. ☐, C.O.D. (20% enclosed) ☐

Name . . . . . .

Address . . . . . .

City . . . . . State . . . . . .

EIGHT-SIXTEEN FILMS, 243 WEST 55th STREET, N.Y.19, N.Y.

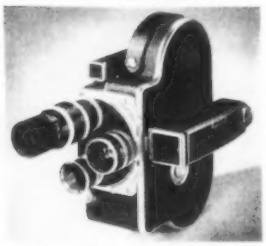
lens; built-in lens shade; screw mount; set to scale and full vision groundglass focusing; adapted for electric motor drive. Price, $1716 including tax. Lenses available: .7-inch f/2.5 (T 2.7); 2-inch f/1.4 (T 1.6); 3-inch f/4 (T 4.5); 4-inch f/4.5 (T 5.1). Accessories available include full upright-image finder with 2-inch and 3-inch amber celluloid mattes; 15-mm wide-angle objective for viewfinder; 2 400-foot 16-mm magazines; 115-volt a-c, d-c electric motor; heavy-duty tripod with case, head cover and boot; combined lens shade and matte box; and carrying case for camera and accessories.

MFR., Bell & Howell Co.

BOLEX L-8

8 mm silent; 25 ft. roll capacity; 12, 16, 24, and 32 frames per second; 165° angle rotary disc focal plane shutter; 1/35 sec. shutter speed at 16 frames per second; spring motor drive with positive start; useful spring run 7 ft.; built-in eye-level finder corrected for 1/2-, 1-, and 1 1/2-inch lenses; interchangeable Yvar 1/2-inch f/2.8 coated fixed focus lens with built-in lens shade; slack film take-up; accidental exposure prevention device; trigger lock for continuous run. Price, including suede zipper case and hand strap, $119.50, including tax; with fixed-focus lens, $99.50. Accessories available include filters, masks, cable release and interchangeable lenses.

BOLEX DE LUXE H-16 & H-8



16 or 8 mm silent; roll loading; 100 ft. capacity; 8, 16, 24, 32, and 64 frames per second; spring motor drive 18 ft.; positive automatic threading; loop former; 190° angle rotary disk focal-plane shutter; 1/30 sec. shutter speed at 16 frames per second; 3-lens turret with A or C mount; direct eye-level optical Octameter viewfinder for 8 lenses in six focal lengths, parallax correcting; eye-level focusing through the lens from behind the camera, magnified 10x; groundglass prismatic critical focusing; single exposure device on either instant or time setting; hand crank for forward or reverse independent of spring motor, coupled to speed governor for regulated camera speeds in frames per second; built-in adding and subtracting frame counter; visual and audible footage indicator; built-in film cutter for aid in making contact duplicate film prints; automatic threading clutch disengages spring motor. Turret of H-16 accepts 3 of a range of 7 Kern-Paillard lenses and other C-mount types. H-8 accepts 3 of a range of 4 Kern-Paillard lenses and others of standard mount type. Price, without lens, $318; no F. E. T. required. Available accessories include filters, hand strap, masks, synchronous motor, rangefinder and matte box.

BOLEX STANDARD H-16 & H-8

Identical to De Luxe, except has Trifocal finder for three lenses instead of Octameter. Price, without lens, $282.50; no F. E. T. required.

BOLEX LEADER H-16 & H-8

Same as above, except focusing through any lens with achromatic eyepiece from top of camera instead of behind the camera. Price, without lens, $244.75; no F. E. T. required.

DIST., Paillard Products, Inc.

BROWNIE MOVIE CAMERA

8 mm silent; capacity 25 ft. double width; spring drive; rotary shutter; 16 frames per second, at speed of 1/35 sec.; spring run 7 ft.; mechanical footage indicator; wire frame viewfinder; 13-mm f/2.7 coated Kodak Ektanon lens; fixed focus; Waterhouse lens stops; built-in lens shade; sprocketless loading. Price, $47.50 including tax; field case, $4.

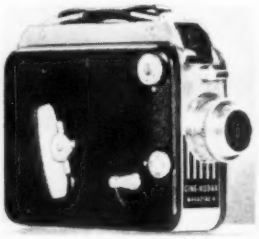
MFR., Eastman Kodak Co.

CAMERAFLEX

35 and 16 mm silent models; camera magazines hold 200 and 400 ft. rolls; 12, 24 or 115-volt motors; detachable spring motor available; built-in tachometer; critical focus; governor controlled speeds from 8 to 135 frames per second; 3-lens turret; motor mounted underneath for hand operation, or on side for operation on tripod. Price on request.

MFR., Cameraflex Corp.

CINE-KODAK MAGAZINE 8

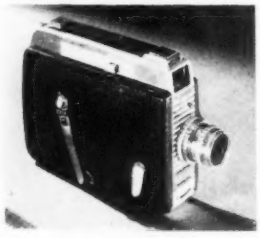


8 mm silent; magazine loading with 25 ft. capacity double width; 16, 24, 32, and 64 frames per second; 165° angle rotary shutter; 1/35 sec. shutter speed at 16 frames per second; spring drive, useful run 10 ft.; positive start; mechanical footage indicator; positive optical built-in eye-level finder; interchangeable lenses; bayonet mounting; coated Kodak Anastigmat 13-mm f/1.9 lens; built-in lens shade; set to scale focus; interchangeable magazines; pulse indicator; built-in exposure guide; parallax adjustment. Price, $147.50 including tax; combination case, $23.50. Lenses available: 9-mm f/2.7; 25-mm f/1.9; 50-mm f/1.6, and 63-mm f/2.7 and Cine Ektars. Accessories include filters, slip-on lenses, hand strap, hand crank, etc.

CINE-KODAK RELIANT

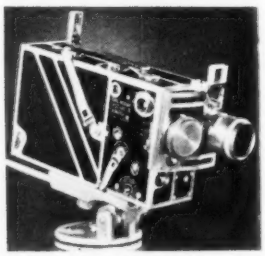
8 mm silent; capacity 25 ft. double width; spring drive; dial-type footage indicator; 16, 24, 32, and 48 frames per second; built-in eye-level finder with parallax-correction indicators for 2- and 4-foot close-ups; shows field of 38-mm telephoto lens; sprocketless loading; built-in exposure guide; locking exposure button for continuous run. Price, with fixed-focus Cine Ektanon f/2.7 lens, $79 including tax; with Cine Ektanon f/1.9 lens in focusing mount, $97.50 including tax. Accessories include coated 38-mm Kodak Cine Ektanon f/2.8 telephoto lens, filters, cases, lens attachments, etc. Vuedar Converter makes 9-mm wide-angle lens out of 13-mm standard lens.

CINE-KODAK ROYAL MAGAZINE



16 mm silent; magazine loading; 50 ft. capacity; 16, 24, and 64 frames per second; 160° angle rotary shutter; spring drive, 10 ft. run; 1/35 sec. shutter speed at 16 frames per second; rundown stop; positive start; direct contact footage indicator; enclosed optical viewfinder adjustable for standard, wide-angle, and telephoto lenses; single frame exposure; exposure guide; 25-mm f/1.9 Kodak Cine-Ektar lens; focusing mount from 12 inches to infinity. Price, $192.50 including tax.

CINE-KODAK SPECIAL II



16 mm silent; 100 or 200 ft. capacity; 8, 16, 24, 32, and 64 frames per second; 165° angle, variable, rotary shutter; dissolving; 1/35 sec. shutter speed at 16 frames per sec.; spring drive, useful run 38 ft.; positive start; rundown stop; two types of footage indicators; direct eye-level finder; interchangeable lenses; 2-lens turret; coated 25-mm Kodak Ektar f/1.9 lens; built-in lens shade; set to scale, reflex, and full vision groundglass focusing; single exposure device; parallax adjustment; masks, fades, dissolves; interchangeable film chambers; hand crank; forward or reverse; frame counter; engraved plate with owner's name. Price on request.

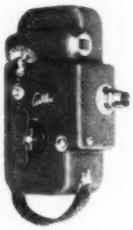
MFR., Eastman Kodak Co.

CINEMASTER II

8 mm silent; capacity 25 ft. double width; 16, 24, and 32 frames per second; guillotine-type shutter; spring motor drive, useful run 10 ft.; positive start; blade-type footage indicator; built-in eye-level finder; interchangeable lenses; universal focus; screw mount; built-in exposure guide; continuous run lock; combined exposure meter and optical viewfinder. Price, with coated 1/2-inch anastigmat f/2.5 lens, $66.65; with f/1.9 lens, $96.75; eveready case, $6.

MFR., Universal Camera Corp.

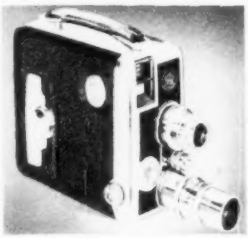
CINKLOX-SUPER FM-7



16 mm silent; roll loading; 100 ft. capacity; 3-speed motor for 16 and 24 frames per second, and slow motion; coated Wollensak f/2.5 lens with click stops; direct viewfinder; remote cable attachment to enable operator to get in scene; lock-on starting but-

tion; weighs over 4 lbs. Price, $71.38, tax included with f/2.5 lens. Accessories include carrying case, telephoto lens.
MFR., Cinklox Camera Co.

CORONA 61-T

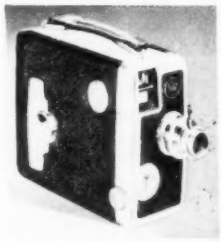


Same features and design as Model 61, but equipped with quick-change two-lens turret. Prices range from $149.50 to $172.50, including tax, depending upon choice of lens from those offered.

CORONA 51-T

Same as above, except finished in two-tone gray and hammerloid. Prices range from $114.50 to $142.50, including tax, depending upon choice of lens.

CORONA 61



8 mm silent; magazine loading; 25 ft. capacity, double width; 16, 24, 32, and 64 frames per second; spring drive, 8 ft. run; external and internal footage indicators; built-in eye-level optical finder; interchangeable lens mount; parallax adjustment; slack film take-up; optional Wollensak, Elgeet, or Somco lenses; covered in natural goatskin leather with satin chrome finish. Price, from $132.50 to $159.50, including tax, depending upon lens.

CORONA 51

Same features and design as Model 61, but finished in two-tone gray wrinkle and hammerloid. Prices, from $87.50 to $109.50, including tax, depending upon lens.
MFR., Photographic Industries Corp.

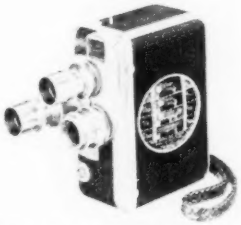
DEJUR CITATION DC-600

8 mm silent; roll loading; capacity 25 ft. double width; camera speeds, 12, 16, 24, and 48 frames per second; rotary shutter; 160° angle; 1/36 sec. shutter speed at 16 frames per second; spring motor drive; positive start; rundown stop; useful spring run 7 ft.; geared footage indicator; built-in eye-level finder etched for 1½-inch lens; coated 13-mm anastigmat f/2.5 lens, fixed focus; interchangeable; built-in lens shade; slack film take-up; built-in exposure guide; release lock; sprocketless loading; anti-jam film gate. Price, $79.50 including tax. Sheathcase, $9.25. Accessories include fixed-focus and focusing lenses, lens attachments, hand strap.

DEJUR DELUXE CITATION DC-800

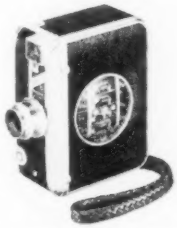
Same as DC-600, except for universal focus lens; finished in black Morocco leather, with satin chrome finish. Price, $89.50, including tax; sheath case, $9.25.

DEJUR EMBASSY DC-700



8 mm silent; magazine loading; capacity 25 ft. double width; camera speeds, 12, 16, 24, 32, 48, and 64 frames per second; rotary shutter; 160° angle; 1/36 sec. shutter speed at 16 frames per second; 1/20 sec. at single frame; spring motor drive; positive start; rundown stop; useful spring run 10 ft.; geared footage indicator; built-in finder etched for 1½-inch lens; 3-lens turret; coated 13-mm anastigmat f/2.5 fixed-focus lens; built-in lens shade; interchangeable lens; slack film take-up; release lock; single-exposure device; built-in exposure guide; hand strap. Price, $134.50 including tax; Holster case, $11.50. Available accessories same as Citation.

DEJUR EMBASSY DC-400



Same as the Embassy D-700 except has single-lens front. Price, $109.50 including tax; Eveready case, $11.50.

DEJUR FADEMATIC DC-100

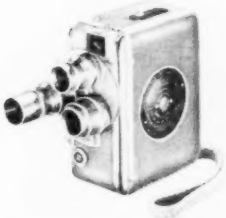
8 mm silent; magazine loading, capacity, 25 ft. double width; camera speeds, 12, 16, 24, 32, 48, and 64 frames per second; rotary shutter; 160° angle; 1/36 second shutter speed at 16 frames per second; 1/20 sec. at single frame; spring motor drive; positive start; rundown stop; useful spring run 10 ft.; geared footage in-

dicator; built-in, adjustable "zoom-type" magnification finder; coated 13-mm anastigmat f/2.5 fixed-focus lens; interchangeable; built-in lens shade; slack film take-up; release lock; single-exposure device; built-in exposure guide; handstrap; Fadematic Control built in for fades and lap-dissolves. Price, $132.50 including tax; holster case, $11.50.

DEJUR FADEMATIC CALIFORNIAN DCH-100

Same as the Fadematic DC-100 except for covering; Californian is covered with saddle leather. Price, $135 including tax; eveready case, in California Saddle Leather, $13.75.

DEJUR FADEMATIC CALIFORNIAN DCH-300

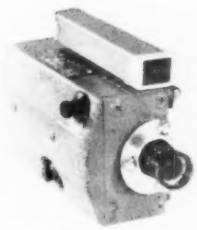


Same as the Fadematic DH-100 except that it is equipped with a 3-lens turret. Price, $160 including tax; deluxe compartment case in Calif. Saddle Leather, $24.50.

DEJUR FADEMATIC TURRET D-300

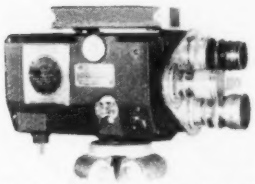
Same as the Turret Californian DH-300 except that it is not covered with saddle leather. Price, $152.50 including tax; Delux Compartment case, $21.95.
MFR., Dejur-Amsco Corp.

GORDON



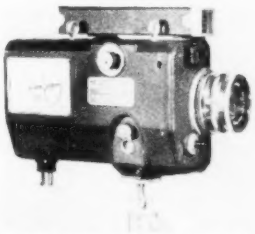
16 mm silent; magazine loading; 50 ft. capacity; camera speeds, 16, 32, and 64 frames per second; revolving shutter; 1/45 sec. shutter speed at 16 frames per second; electric drive; positive start; mechanical, geared footage indicator; positive optical viewfinder; interchangeable 1⅜-inch Eastman Kodak or Bausch & Lomb f/3.5 lens; screw mount; fixed focus; built-in lens shade; built-in exposure guide; parallax adjustment. Price, $69.50 including tax.
MFR., Gordon Enterprises.

GROVER G.S.A.P. TURRET



16 mm silent; magazine loading; 50 ft. capacity; camera speeds, 12, 24, 32, 48, 64, and 96 frames per second; 60° shutter; 1/40 sec. shutter speed at 16 frames per second; electric motor drive; useful run, 50 ft.; dial footage indicator; optical finder with etched lines for 3-inch lens; 1⅜- and 3-inch Ansix lenses; screw mount; set to scale focus; built-in switch for remote control; built-in exposure guide; parallax adjustment; power supply pack using standard photoflash cells. Price, $137.50 including tax; case, $4.25.

GROVER G.S.A.P. C MOUNT



16 mm silent; magazine loading; 50 ft. capacity; 16, 32, and 64 frames per second; rotary shutter, 60° angle; 1/40 sec. shutter speed at 16 frames; electric motor drive; 50 ft. useful run; dial footage indicator; optical finder; helical focusing; coated 1-inch Wollensak f/2.5 lens; interchangeable; built-in lens shade; switch for remote control; built-in exposure guide; parallax adjustment; power supply pack from standard photoflash cells. Price, $87.50 including tax; case, $4.75. Accessories for Grover cameras include filters, slip-on lenses, hand straps, motor, etc.
MFR., Grover Photo Products.

KEYSTONE K-40

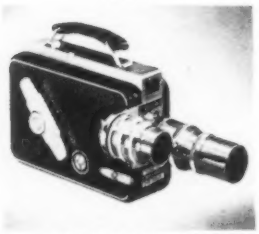
8 mm silent; magazine loading; capacity 25 ft. double width; 165° angle rotating shutter; 8, 16, 24, and 64 frames per second; 1/35 sec. shutter speed at 16 frames; spring motor drive; positive start; rundown stop; useful run 6½ ft.; dial-type footage indicator; positive optical finder; interchangeable lens; ½-inch coated Wollensak f/2.5 lens; universal focus; built-in exposure guide; single exposure device; notches in finder aperture indicate parallel correction; visible and audible footage indicator in viewfinder; clicks at passage of every 9 inches of film; thumbwheel on top of camera changes size of viewfinder field for

1-inch and 1½-inch telephoto lens. Price, $109.50 including tax; with f/1.9 fixed-focus lens, $124.50; with f/1.9 lens in focusing mount, $134.50; case, $7.95.

KEYSTONE OLYMPIC K-32

8 mm silent; single lens; roll loading; 25 ft. capacity, double width; sprocketless loading; 8, 16, 24, and 64 frames per second; rotary shutter; single frame release; built-in optical viewfinder converts to wide-angle; spring drive. Price, with f/2.5 coated lens, $79.50; with f/1.9 coated fixed focus lens, $94.50; with f/1.9 coated lens in focusing mount, $194.50.

KEYSTONE MAYFAIR K-55



16 mm silent; magazine loading; 50 ft. capacity; two-lens turret; 8, 16, 24, and 64 frames per second; rotary shutter; single frame release; built-in optical viewfinder matches four lenses; spring drive. Price, with f/2.5 coated fixed focus lens, $149.50; with f/1.9 coated lens in focusing mount, $179.50.

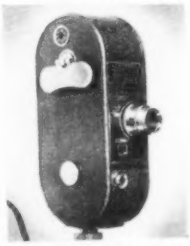
KEYSTONE K-45

8 mm silent; magazine loading; capacity 25 ft. double width; camera speeds, 8, 16, 24, and 64 frames per second; rotary shutter; 165° angle; 1/35 sec. shutter speed at 16 frames per second; 1/29 sec. at single frame; spring motor drive; positive start; rundown stop; useful spring run, 6½ ft.; dial-type footage indicator; built-in optical finder, thumbwheel on top of camera changes size of field for 1-inch and 1½-inch telephoto lenses and ½-inch standard lens; single-exposure device; built-in exposure guide; parallax adjustment; visible footage indicator; 3-lens turret. Price, with coated ½-inch Wollensak fixed-focus f/2.5 lens in screw mount, $129.50 including tax; with f/1.9 lens in focusing mount, $154.50; combination case, $16.50.

KEYSTONE K-22

8 mm silent; capacity 25 ft. double width; 12, 16, and 48 frames per second; 140° angle rotating shutter; 1/40 sec. shutter speed at 16 frames; spring motor drive; useful run 5 ft.; positive start; dial-type indicator; built-in eye-level finder; interchangeable lens; ½-inch Wollensak coated f/2.5 lens; fixed focus; built-in exposure guide; flat base; equipped with 2 telephoto lens viewfinder frames which can be swung over in front of viewfinder lens, shows size of field for 1-inch and 1½-inch telephoto lens. Price, $74.50 including tax; with f/1.9 fixed-focus lens, $89.50; with f/1.9 lens in focusing mount, $99.50; price of cases, $7.95 and $8.50.

KEYSTONE K-36

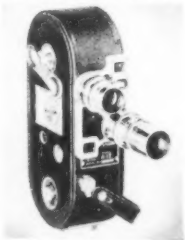


Similar to K-22 model. Price, with coated ½-inch Wollensak fixed-focus f/3.5 lens, screw mount, $49.95 including tax; with ½-inch fixed-focus f/2.5 lens, $59.50; with ½-inch fixed-focus f/1.9 lens, $79.50; cases, $7.95 and $8.50.

KEYSTONE A-9

16 mm silent; capacity 100 ft. rolls; 10, 16, 24, 32, 40, 48, and 64 frames per second; 160° angle rotating shutter; 1/36 sec. shutter speed at 16 frames; spring motor drive; positive start; useful run 20 ft.; window-type footage indicator; built-in eye-level finder; interchangeable lens; 1-inch coated Wollensak f/2.5 lens; universal focus; built-in lens shade; built-in exposure guide; equipped with single-exposure device; 1/32 sec. shutter speed at single frame; audible scene length indicator; continuous run. Price, with coated Wollensak fixed-focus f/2.5 lens in screw mount, $74.50 including tax; with coated Wollensak f/1.9 lens in focusing mount, $106; holster case, $13.75.

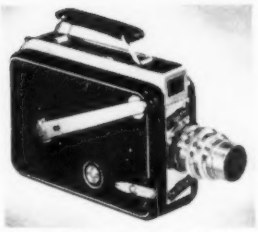
KEYSTONE A-12



Similar to A-9; equipped with 2-lens turret; rotation of turret changes size of finder field for 2-inch and 3-inch telephoto lenses, optical slide changes field for 17-mm wide-angle lens. Price, with coated Wollensak fixed-focus f/2.5 lens in screw mount, $116.50 including tax; with Wollensak f/1.9 lens in focusing mount, $148.

KEYSTONE K-50

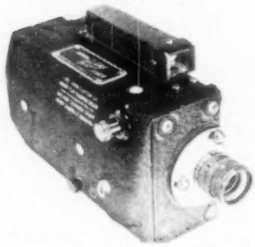
16 mm silent; magazine loading; 50 ft. capacity; camera speeds, 8, 16, 24, and 64 frames per second; rotary



shutter; 150° angle; 1/38 sec. shutter speed at 16 frames per second; 1/26 sec. at single frame; spring motor drive; positive start; rundown stop; useful spring run, 10 ft.; built-in eye-level finder; sliding knob changes size of viewfinder field for 17-mm wide-angle, 1-inch and 2-inch telephoto, and 1-inch standard lenses; lens in screw mount; single-exposure device; built-in exposure guide; parallax adjustment. Price, with coated Wollensak fixed-focus f/2.5 lens, $114.50 including tax; with f/1.9 lens in focusing mount, $146; combination case, $16.50; holster case, $10.50.

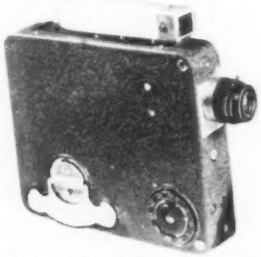
MFR., Keystone Mfg. Co.

LEKTRO JUNIOR



16 mm silent; magazine loading; 50 ft. capacity; 16, 32, and 64 frames per second camera speeds; 172° angle conical shutter; 1/45 sec. shutter speed at 16 frames per second; electric drive with positive start; geared footage indicator; positive optical finder; same lens equipment as the Senior model. Price, including leather compartment case and special battery, $49.50.

MAGAZINE POCKET



16 mm silent; 50 ft. capacity; uses Simplex-type magazines; 172° angle conical shutter; geared footage indicator; 1/42 sec. shutter speed at 16 frames per second; useful spring run is over 30 ft.; positive start; run-down stop; positive optical viewfinder; parallax correcting; interchangeable lenses; standard supplied lens, screw mount Bausch & Lomb 1-inch f/3.5 lens; single-exposure release; pre-set footage indicator. Price, $49.50.

MFR., Associated Photo Products.

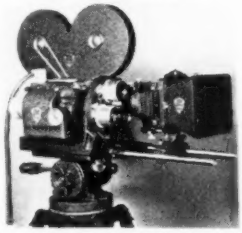
MAURER MODEL 05

16 mm silent; capacity 200, 400, or 1200 ft.; 235° angle, variable and dissolving 3-blade shutter; 2 to 128 frames per second with synchronous motor; 1/35 sec. shutter speed at 24 frames per second; motor drive; positive start; Veeder-Root Counter footage indicator; positive optical finder with erect image, masks for 15-mm to 102-mm lenses; interchangeable Ektar and Baltar lenses; 3-lens turret; optional lens equipment parallax adjustment; slack film take-up; 400-foot

magazine; high power focusing system through the lens; clear glass viewing system; detachable finder. Price, $3650.

MFR., L. A. Maurer, Inc.

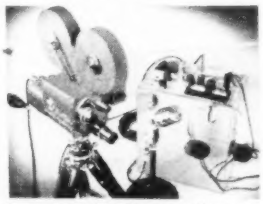
MITCHELL 16 PROFESSIONAL



16 mm sound; magazine loading; 400 ft. and 1200 ft. capacity; stop motion to 128 frames per second; rotary shutter; 175° or 235° angle; variable and dissolving shutter; 1/34 sec. shutter speed at 16 frames; four-lens turret motor drive; Veeder footage counter erect image finder with built-in adjustable mattes, focusing through the lens; interchangeable Baltar or Eastman lenses; built-in lens shade; C mount and screw mount. Price, $4000.

MFR., Mitchell Camera Corp.

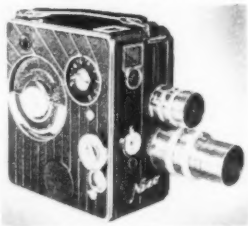
MORTON SOUNDMASTER



16 mm sound-on-film recording camera; single-system unit recording sound and pictures simultaneously on the same film; 200 ft. magazine interchangeable with 400 ft. magazine; 3-lens turret; amplifier; microphone headset; operated by portable power pack. Price, $645.00.

MFR., The Morton Co.

NIZO MODEL 2-ST



8 mm silent; roll loading; 25 ft. capacity, double width; 8, 16, 24, 32, 48, and 64 frames per second; rotary shutter; spring drive, useful run 11 ft.; dial footage indicator; positive start, run down stop; slack film take-up; rewind device, hand crank; audible

Announcing the NEW *Elgeet* 7.5mm f:1.5 wide angle lens

Faster and wider than any lens available for 8MM cameras, this remarkable new Elgeet wide angle lens makes indoor and poorly lighted shots a snap. And it covers 4 times the area of a standard ½" lens—takes in a whole roomful of people without panoraming or "chopped-off" heads.

The fine, fully color corrected lens system of this precision instrument assures you of brilliant pictures, whether color or black-and-white. Available in models to fit all 8MM cameras, you'll find it opens up a world of new movie-making possibilities. See it at your dealer's today! Only **$77.85**

(TAX INCLUDED)

EVERY QUALITY FEATURE YOU COULD WANT:

- 7 element lens for microscopic definition
- Covers 4 times the area of standard ½" lens
- Fully color corrected
- Hard coated with Elcote
- Click stops on focusing scale
- Focusing range from infinity to 1½ feet
- Provided with filter-retaining ring to take 21.5MM filters
- Supplied with front and rear lens caps and jewel box case

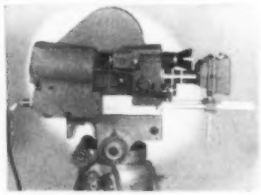
Send for your free copy of "Exciting Movies With Elgeet Lenses." It will help you make better movies.

Elgeet OPTICAL COMPANY, INC.
67 ATLANTIC AVE. • ROCHESTER, N. Y.
Precision Optical Products
"Makers Of The World's Finest Lenses"

frame counter; built-in exposure guide; three optical finders at eye-level, waist-level and right-angle positions; automatic optical field magnification compensator when telephoto lens is brought into position; fixed focus; built-in dissolve and fade devices; filter, hand strap and cable release supplied; two-lens slide shifts positions without rotating. Price, with 5-inch f/1.9 coated Schneider lens, $159.50; with 5-inch f/1.5 coated Rodenstock lens, $219.50; case, $12.50.

DIST., Ercona Camera Corp.

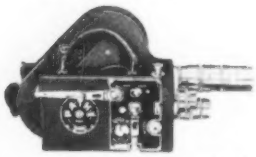
NORD PROFESSIONAL



16 mm; roll film loading; 200 ft. capacity; 24 frames per second; 240° angle shutter; electric motor; continuous run; foot and frame counter; studio, or Nord semi-zoom finder; rack-over focusing and microscope, critical focusing; automatic forward and reverse take-up; rack-over completely enclosed; uses lenses with C mount. Price, under $2500 including case and tax. Accessories include hand crank, synchronous motor; blimp; animation clutch.

MFR., The Nord Co.

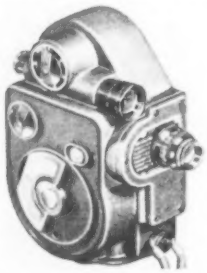
PATHE SUPER 16



16 mm silent; roll loading; 100 ft. capacity; camera speeds, 8, 16, 24, 32, 64, and 80 frames per second; dissolving focal-plane shutter; 85° angle; variable; 1/32 sec. shutter speed at 16 frames per second; 1/32 sec. at single frame; spring motor drive; positive start; useful spring run, 30 ft.; mechanical footage indicator; direct reflex finder allowing focusing through the lens during filming and optical finder corrected for various focal length lenses; no parallax; single-exposure device; slack film take-up; full frame focusing device; built-in hand crank; 3-lens turret; automatic footage and frame counters. Price, $395; case, $45.

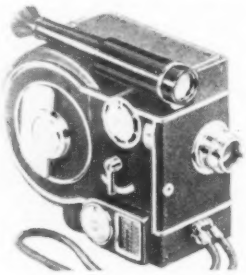
DIST., Director Products Corp.

REVERE MODEL 88



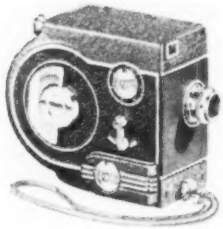
8 mm silent; capacity 25 ft. double width; 8, 12, 16, 24, and 32 frames per second; 160° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames; governor speed control; spring motor drives; useful run 6 ft.; silent helical gears; automatic film loop sprocket; recessed gate prevents film scratching; built-in optical finder; parallax corrected. Price with f/2.5 lens, universal focus, $72.50 including tax; with f/1.9 lens in focusing mount, $97.50.

REVERE MODEL 70



8 mm silent; magazine loading; 12, 16, 24, 32, and 48 frames per second; 160° angle rotary disc shutter; 1/35 sec. speed at 16 frames; spring motor drive, useful run 9 ft.; positive start; rundown stop; visual footage indicator; built-in eye-level finder; interchangeable lenses; ½" coated anastigmat f/2.8 lens; screw mount; fixed focus; built-in lens shade; single exposure device; built-in exposure guide; parallax corrected; ratchet wind; wrist strap. Price, $109.50 including tax; with f/1.9 lens in focus mount, $134.50.

REVERE C77

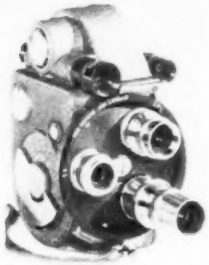


Same as the C70 model except has built-in eye-level finder; equipped with coated ½-inch f/2.5 lens. Price, $99.50 including tax.

REVERE 55

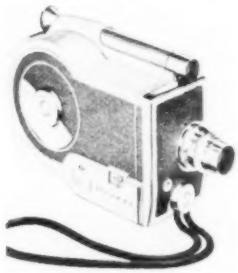
8 mm silent; roll loading; 25 ft. capacity, double width; rotary shutter; 16 and 64 frames per second; built-in dissolve and fade device; shutter speed 1/35 sec. at 16 frames per second; single frame device; Spring drive; positive start; rundown stop; useful run 11 ft.; dial footage indicator; ½-inch f/2.8 coated fixed focus lens in recessed mount, non-interchangeable; built-in optical viewfinder with parallax correction; built-in exposure guide; sprocketless drop loading. Price, with plastic case, $73.50; without case, $69.50; prices include tax.

REVERE MODEL 99



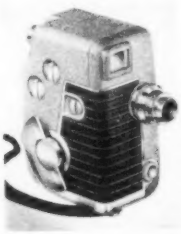
Same as Model 88, except has rotating turret head for three screw-type lenses and extra optical viewfinder for telephoto work; index mechanism positions lens. Price, with f/2.8 lens, $99.50 including tax; with f/1.9 lens in focusing mount, $122.50.

REVERE MODEL C-16



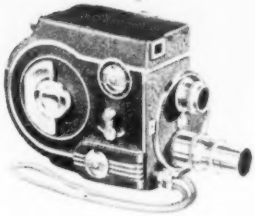
16 mm silent; magazine loading; 12, 16, 24, 32, and 48 frames per second; 133° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames per second; spring motor drive, useful run 12 ft.; positive start; rundown stop; visual footage indicator; built-in micromatic eye-level finder; interchangeable lenses; coated 1-inch anastigmat f/2.5 lens; screw mount; fixed focus; built-in lens shade; single exposure device; built-in exposure guide; parallax corrector; ratchet-type wind. Price, $157.50 including tax; with f/1.9 lens in focusing mount, $182.50.

REVERE B-61



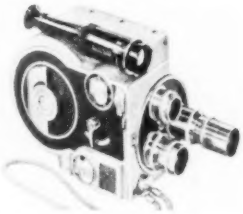
8 mm silent; magazine loading, 25 ft. capacity, double width; 12, 16, 32, and 48 frames per second; rotary shutter, speed of 1/35 sec. at 16 frames per second; single frame release; spring drive; positive start; rundown stop; useful run 11 ft.; dial footage indicator; built-in optical eye-level viewfinder with parallax correction; ½-inch f/2.5 coated lens; universal or fixed focus; interchangeable screw lens mount; built-in exposure guide; continuous run device; click stop Micromatic viewfinder adjustable for 3 lenses. Price, with plastic case, $116.50 including tax; with ½-inch f/1.9 lens and plastic case, $141.50 including tax; without case, $112.50 including tax; with f/1.9 lens without case, $137.50 including tax.

REVERE C67



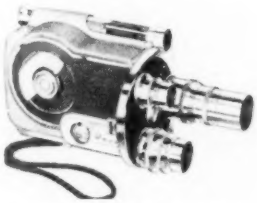
Same as the Revere C60 except has built-in eye-level finder and a 2-lens turret rather than 3-lens turret; equipped with coated ½-inch f/2.8 lens. Price, $119.50 including tax; with f/1.9 lens in focusing mount, $144.50.

REVERE MODEL 60



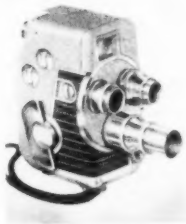
Similar to Revere Model 70, except has 3-lens turret; micromatic built-in eye-level finder. Price, with ½" coated anastigmat f/2.8 lens with fixed-focus, $132.50 including tax; with f/1.9 lens in focusing mount, $157.50.

REVERE MODEL C-26



16 mm silent; magazine loading; 12, 16, 24, 32, and 48 frames per second; 133° angle rotary disc shutter, 1/35 sec. shutter speed at 16 frames per second; spring motor drive, useful run 12 ft.; positive start; rundown stop; visual footage indicator; built-in micromatic eye-level finder; interchangeable lenses; 3-lens turret; 1-inch coated anastigmat fixed-focus f/2.7 lens; built-in lens shade; built-in exposure guide; parallax correcter; ratchet-type wind; wrist-strap. Price, $187.50 including tax; with f/1.9 lens in focusing mount, $212.50.

REVERE B-63



Features identical to B-61, but has 3-lens turret. Price, with ½-inch f/2.8 coated lens, $142.50 including tax; with ½-inch f/1.9 coated lens, $167.50 including tax.

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Every item is backed by over 40 years of selling the photographic public. All items are sold with our 10-day, free-trial, money back offer.

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Latest Model (with Graflok back)

4x5 PACEMAKER SPEED GRAPHIC OUTFIT

- 135mm Optar F4.7 coated lens
- Graphex full Synchro shutter
- Kalart Coupled range finder
- Kalart Master Synchro flash gun

List Price $295.15

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(used but like new)

Save $31.74

on NEW 4 x 5 B. & J. PRESS CAMERA

with 127mm Wollensak Raptar F4.7 ctd. lens in Rapax shutter

Regularly $141.24

The basic camera to meet your photographic requirements

- Double extension bellows
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- Parallax correction view finder
- Rise and tilt front, drop bed
- Speeds from 1 sec. to 1/400

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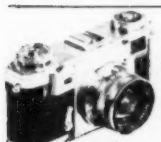
For special prices on solenoid, range finder and other accessories drop us a card.

Famous German SCHUTZ-KASSEL PRISM BINOCULARS

With coated optics—case and shoulder strap. Fortunate purchase enables us to offer these low, low prices. All plus 20% Fed. Excise Tax.

	Reg.	Sale
6 x 32	$75.00	$44.50
8 x 32	85.00	49.50
7 x 50	125.00	67.50
8 x 50	145.00	79.50
7 x 56	165.00	92.50
8 x 56	175.00	92.50
10 x 56	175.00	92.50



Save $175.50

1950 Model CONTAX IIA

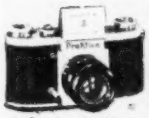
Manufactured by Zeiss Ikon in U.S. Zone of Germany. World-famous for quality.

- Built-in flash
- Improved shutter
- 50mm T coated Sonnar F1.5 lens
- Smart, compact, lightweight construction
- Leather Eveready case

List Price $488.00

SPECIAL $312.50

(like new)



The New 1951 35mm PRAKTICA Reflex Camera

- Synchronized internally for any flash gun
- 9 speed shutter 1/2 sec. to 1/500th
- Automatic film transport
- Eye-level sports finder

With F3.5 Zeiss Tessar T coated lens $104.50
With F2 T coated Zeiss Biotar lens 144.50
Kalart Flash Gun 8.95

MISCELLANEOUS ACCESSORIES

Every item listed has been reduced in price for immediate sale. Quantity is limited so order today. MINIMUM order $2.00. All F.O.B. New York.

	REG.	SALE PRICE
Kodapods (For attaching camera to tree or fence)	$3.50	$2.39
Kodak Washing assembly	2.25	1.49
Brownie Safelight lamp Model D	4.50	2.98
Kodak Hand Straps	.85	.44
Kodak Neck Straps	1.00	.59
Kodak Stirring Rod Thermometers	2.50	1.59
FR Plastic Print Tongs per pair	.58	.39
Steel Print Tongs per pair	.65	.39
4 x 6" OK Enamel trays	Special	.49
4 x 6" Hard rubber trays	.57	.34
5 x 7" Stainless Steel trays	1.25	.98
5 x 7" Hard Rubber trays	1.05	.75
8 x 10" Stainless Steel trays	2.75	2.20
8 x 10" OK Enamel trays	Special	.98
10 x 12" OK Enamel trays	Special	1.25
11 x 14" Hard Rubber trays	3.60	2.75
11 x 14" OK Enamel trays	Special	1.98
14 x 17" OK Enamel trays	Special	3.95
32 oz. Enamel Graduates	1.25	.98
64 oz. Enamel Graduates	Special	1.95
4 x 5" Printing frames	1.85	.49
3¼ x 4¼" Printing frames	.75	.39
Blotter books 9 x 12"	.80	.59
Dupont Sponges	.60	.34
Outdoor Thermometers	.69	.39
Taylor Humidiguide Thermometers	2.00	1.15
Marcie Safelight with two filters	2.95	1.47
Precise Enlarging Timer	4.54	1.95
Manhattan Electric Timer for Enlarging	11.95	7.95
Electric Slide Viewers (2 x 2" & 2¼" x 2¼")	6.50	4.95
9 x 12cm German single metal film holders	Special	ea. 1.69
9 x 12cm German film pack adapter	Special	3.75
6 x 9cm (2½ x 3½") German metal film holders	Special	ea. 1.59
6 x 9cm (2½ x 3½") German film pack adapter	Special	3.50
6 x 9cm or 9 x 12cm German focusing panels	Special	ea. 3.25
See Sharp for enlarging	3.20	.98
Kingdon Film Washer (accepts tank reel)	2.13	1.47
Lee Duplex double print dryer (10 x 12")	Special	10.95
Lens tissue (5 x 6" 100 sheets to book)	3 books for	.25
Super Nooky (Japanese) close up R.F. for Leica with Summitar lens	29.50	16.95
Adjustable bakelite roll film tank (35mm to 116) with agitator	2.95	1.69

We have a complete stock of new and used Leica cameras and lenses as well as other fine cameras — all at attractive prices. Your inquiries will receive prompt attention.

Save $58.50 **Famous Zeiss CONTESSA 35**

- Synchro shutter
- Coated Zeiss Tessar F2.8 lens
- Built-in range finder and exposure meter
- Eveready leather case

Regularly $206.00

SPECIAL $145 (used but like new)

SAVE $17.50 on NEW 2¼ x 3¼

Voigtländer **BESSA**

Formerly $49.50

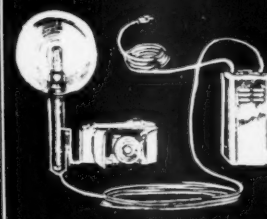
NOW $32

With coated Vaskar F4.5 lens in flash Prontor shutter. Takes 8 or 16 pictures on 120 film.

Leather sheath case $4.95
Flash gun 7.95

Portable Electric Flash Unit

MODEL AC-40



THRIFT-LITE (Zero delay AC) **$49.50**

Synchronizes automatically to all cameras with built-in flash contacts and to shutters having an X or O setting.

- Flash tube rated at 20,000 flashes
- 7" Mirror chrome reflector
- 15 ft. extension cable

MODEL AC-45 (Zero or 5 millisecond delay) $59.50
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Save $41.45 **on New 35mm MERCURY II**

with coated F2.7 lens

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ONLY $41.45

Uses standard 35 mm film. Built in flash

Save $24

NEW 35mm VITAR

Mfgs. list price $48.00

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A fine miniature camera for those who want a good camera at a reasonable cost

- Coated F3.5 anastigmat lens
- Speeds from 1/25 to 1/200th
- Built-in exposure meter
- Eveready case

Camera may be purchased less case . . $20.00

Save $37.50

New 2¼ x 2¼ Twin Lens Reflex UNIFLEX II

Manufacturers List Price $75

NOW $37.50

See the picture you'll get before you take it. With coated F3.8 viewing lens and coated F4.5 picture-taking lens. Shutter speeds to 1/200 sec. Built in flash synchronization.

Save $33.32 **on New 8mm CINEMASTER II MOVIE CAMERA**

With coated F2.5 lens mfgs. list price $66.65

SPECIAL $35.75

With coated F1.9 lens in focusing mount . . mfgs list price . . $96.75

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Save $30.05 **New UNIVERSAL P500 8mm PROJECTOR**

Manufacturers List-Price $75

special $44.95

Has coated F2 projection lens with 1" focus. 500-watt lamp. Motor rewind. Accepts 200 ft. reel.

Save $170.05

16mm UNIVERSAL TONEMASTER SOUND PROJECTOR

Manufacturers List Price $350

NOW $179.95

- Single unit construction
- Dyamic 8" speaker
- 2000 ft. capacity
- Automatic rewind

Save $67.50 **Latest Model KODAK RETINA IIB**

With 50mm Rodenstock Heligon F2 coated lens, compur rapid shutter with built-in flash.

REGULARLY $185 SPECIAL **$117.50**

With 50mm Schneider Xenon F2 coated lens, compur rapid shutter with built-in flash.

Reg. $197.75 ..... SPECIAL **$134.50**

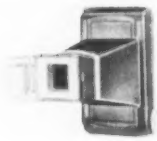
ENLARGERS

BACO PRECISION

Vertical or horizontal; takes film size 2¼x3¼; condenser illumination; 3½-inch f/4.5 Ilex Paragon Anastigmat lens; rack-and-pinion focusing; large focusing knobs; metal negative carrier; built-in red screen for focusing; positive locking pins to hold assembly in position; switch on cord. Price, with lens, $69.50.

MFR., Baco Accessories Co.

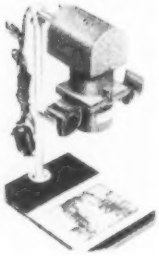
CINELARGER 35mm



Camera-like device used to enlarge 35-mm and Bantam color slides to black-and-white negatives on No. 620 roll film; uses No. 2 floodlamp; built-in lens and shutters. Price, $16.95 plus tax.

MFR., Testrite Instrument Co., Inc.

CIPCO EVEREDI



Vertical; takes film sizes from 1x1½ to 1x¾; flashed opal diffusion illumination with 75-watt lamp on recommended line voltage of 110; ventilation by top shielded vents; 2-inch f/11 lens; 4-diameter enlargement on baseboard; fixed focus; metal negative carrier; film advance without removing roll; built-in red screen for focusing; control switch on cord; built-in-base easel. Price, $15.

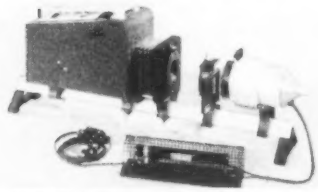
MFR., Consolidated Instrument Parts Co.

COMPCO 620

Vertical; takes film sizes from 35 mm to 2½x3½; opal diffusion illumination system; 150-watt standard enlarging lamp; 110-120 line voltage; natural draft ventilation; 3½-inch f/7.7 anastigmat lens; helical focusing; metal negative carrier; masks for 5 film sizes; film advance; snap action switch on cord; double channel uprights; steel baseboard. Price, $28.75 including tax. Accessories available include recessed lens board, carriers, masks, etc.

MFR., Compco Corporation.

CURTIS COLOR FILM ENLARGING PRINTER



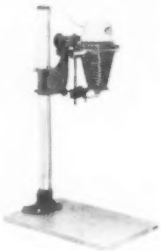
Horizontal; takes 35-mm film size and enlarges to 4x5; designed for use as a contact printer, taking up to 4x5 negatives; 2-element condenser illumination system; 75-watt G-E No. 111 enlarging lamp; radiating aluminum fins ventilation; 2-inch f/4.5 Wollensak lens selected for color correction; 50-mm Leica or Contax lenses may be used when operating as printer; rack-and-pinion focusing; metal negative carrier; provision against Newton's rings; distortion control. Price, including lens, $169.50 plus tax. Accessories include mask filter, transparency mount with integral gray scale.

MFR., Curtis Laboratories, Inc.

DEJUR VERSATILE KOOLITE I

Vertical; rotates to horizontal; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion; illumination, 18-watt cold-cathode, 4500 K white lamp; 115 line voltage recommended; no ventilating provisions needed; coated 3½-inch DeJur Chromtar anastigmat f/4.5 lens; 9 diameters enlargement on baseboard; smooth friction lens and negative focusing; metal and glass sandwich carriers; film advance without removing roll; lamp-housing swings to permit bigger enlargements; negative carrier tilt and whole head tilt for distortion control; built-in red filter; line switch in cord; adjustable negative positions; interchangeable lenses on lensboard; rotating negative carrier. Price $139.50 including tax.

DEJUR VERSATILE KOOLITE II



Similar to Model I; takes film sizes from 35 mm to 3¼x3¼; does not have full distortion control or double bellows. Price, including coated 3½-inch DeJur Chromtar anastigmat f/4.5 lens, $109.50 including tax. Accessories available for the Koolite enlargers include condenser head, camera backs, copying lights, color head, 3-color filter, etc.

DEJUR VERSATILE PROFESSIONAL KOOLITE

Vertical; rotates to horizontal position; takes film sizes from 35 mm to 4x5; flashed opal diffusion; illumination, 34-watt cold-cathode, 4500 K white lamp; 115 recommended line voltage; no ventilating provisions required; coated 5½-inch Chromtar anastigmat f/4.5 lens; 5½ diameters enlargement at the baseboard; lenses interchangeable on lensboard; positive friction focusing; glassless negative carrier; 10 carriers available; film advance without removing roll; lamp-housing swings to permit bigger enlargements; lens and head tilt for distortion control; built-in red mask; line switch in cord; heat-absorbing glass; adjustable negative position; rotating negative carrier. Price, $189.50 including tax.

DEJUR VERSATILE I

Vertical or horizontal; takes film sizes from 35 mm to 2¼x3¼; 2-element condenser illumination system; G-E No. 211 lamp; coated 3½-inch Chromtar anastigmat f/4.5 lens; Aero Teck ventilation; 9 diameters enlargement at baseboard; friction and negative focusing; metal negative carrier; adjustable negative position; distortion control with negative stage tilt; built-in red filter for focusing; line cord switch. Price, $139.50 including tax. Accessories include, color head, three color filters, copying lights, tripod clamp, camera support, camera back, lens boards for various lenses; Koolite head.

DEJUR VERSATILE II

Takes film sizes up to 3¼x4¼ (uses 3¼x3¼ area); similar to Model I, but does not have full distortion control or negative focusing. Price, with 3½-inch DeJur Chromtar anastigmat lens, $109.50 including tax. Accessories same as Model I.

DEJUR PROFESSIONAL 4x5

Vertical or horizontal; takes film sizes from 35 mm to 4x5; 2-element condenser system; uses No. 211 opal bulb for illumination; Aero Teck ventilation; 5½-inch coated Chromtar anastigmat f/4.5 lens; friction focusing; metal negative carrier; provision against Newton's rings; distortion control by lens and head tilt; built-in red screen for focusing; adjustable negative position; line cord switch. Price, $189.50 including tax. Accessories the same as above models.

MFR., DeJur-Amsco Corp.

ELWOOD AM MINIATURE

Vertical; takes film sizes from 35 mm to 2¼x3¼; silvered reflector or condensing lamphouse optional; A23 opal enlarging lamp; optional lens equipment; rack-and-pinion focusing; glass sandwich or glassless metal frame negative carrier; film advance without removing 35 mm roll; built-in red mask for focusing; micrometer screw focusing; distortion lens board furnished upon request. Price, with silvered reflector, $48 plus tax; price with double 5-inch condensers, $60 plus tax. Accessories include cold light, setback lens mount for 2-inch lenses, carriers, etc.

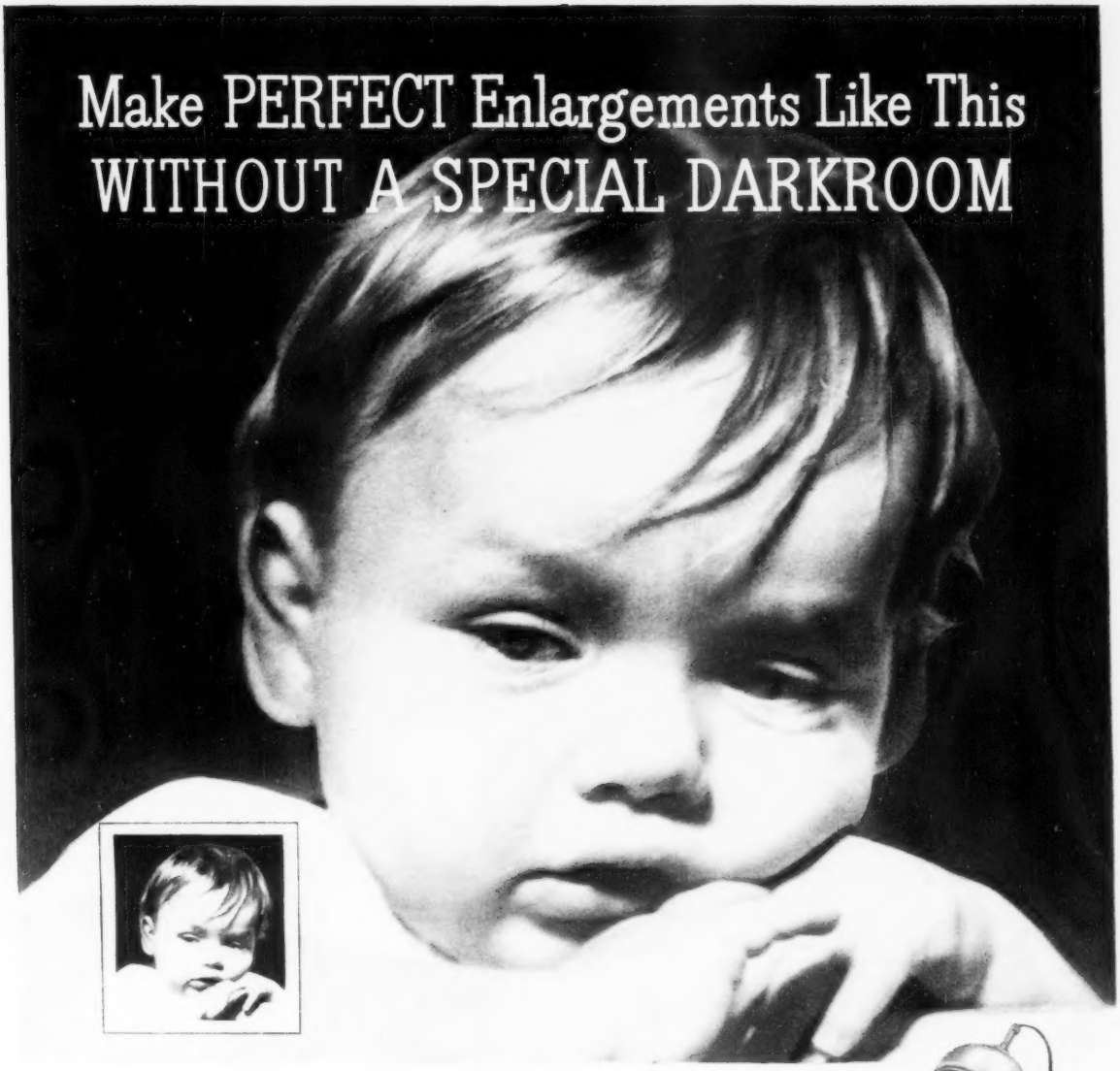
ELWOOD BM MINIATURE

Vertical; takes film sizes from 35 mm to 2¼x2½; single condenser illumination; 75-watt opal enlarging lamp; optional lens equipment; 10 diameter enlargements on baseboard; multiple thread lens barrel gives micrometer focusing; glassless metal negative carrier; film advance without removing roll; built-in red screen for focusing. Price, less lens, $30 plus tax. Accessories include longer main slide, cold light, negative carriers, lens extensions, set-back lens mounts.

ELWOOD SP-25 ANNIVERSARY MODEL

Vertical and horizontal; takes film sizes 35 mm to 5x7; 2-element condenser system or condensing reflector illumination; 200-watt enlarging lamps; heat absorbing glass; interchangeable lamp houses; for lenses of 5 to 7-inch focal length; no lens supplied; rack and pinion focusing; metal negative carrier; film advance without removing roll; 4 roller masks provided for masking negative in enlarger; lamp house tilts; tilting lens board; built-in red filter; color slide holds color

Make PERFECT Enlargements Like This WITHOUT A SPECIAL DARKROOM



If you're cramped for space (and who isn't) here's the ideal enlarger for you . . . a precision-built ***Federal Store-Away*** that folds compactly into a case no bigger than an over-night bag.

With the ***Federal Store-Away*** you don't need a permanent dark room. Your kitchen or bathroom will do fine. When you want to make enlargements the ***Federal Store-Away*** sets up in a jiffy . . . folds down just as fast when you're through.

Compare the ***Federal Store-Away*** with other enlargers costing twice as much. See it at your favorite photo dealer.

Illustrated: ***Federal Store-Away*** Junior Model 269 for negatives up to 2¼ x 3¼. Moderately priced, complete with Decar F6.3 Anastigmat Lens, tax included. Carrying case extra.

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NEWS TODAY AND TOMORROW

ACHIEVEMENT AWARD TO ARISTO CONFIRMS NEW TRENDS

The marked swing of both amateur and professional photographers toward the COLD GRIDLITE in enlargers has been recognized in the award of technical achievement of the year to ARISTO COLD GRIDLITE.

BETTER RESULTS

Aristo D2 fits perfectly into the condenser collar of the Omega D2 enlarger.

Aristo COLD GRIDLITE eliminates hot spots and blistered negatives. It has a faster printing speed and also allows more headroom. The special grid pattern of the lamp projects a diffused light through the negative with much greater printing speed, reducing dust spots and scratches to a minimum. Sharp, clean, perfect prints are the result of even distribution and diffusion of light. The balanced actinic light gives rich tonal values and brings forth the widest range from photographic papers.

LONGER LASTING—ECONOMICAL

The Aristo COLD GRIDLITE has a life expectancy of up to 10,000 burning hours. It starts instantly and can be used with any timing device or foot switch. Because of the special quality of the light emitted, the Aristo COLD GRIDLITE requires less exposure time. Aristo units are designed to replace the conventional tungsten bulbs in almost every type of enlarger. These units are designed to fit perfectly into a large number of present day models.

Aristo will fit the EK Precision A, Federal 312 to 315 and Sunray. Can be adapted to other 2¼" x 3¼" enlargers.

For the finest prints you have ever made, with greater ease and economy than ever before, use Aristo COLD GRIDLITE. You will be amazed at how easily and inexpensively you can equip your present enlarger with this truly modern light.

For complete description of units, price list, and literature write for catalogue "PM".

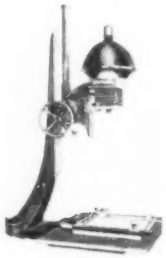
ARISTO GRID LAMP PRODUCTS INC.
106-23 Metropolitan Ave., Forest Hills, N. Y.

screens; interior metal parts coated with black cotton flock; enlargements up to 30x42 inches at baseboard; bellows extension of 17 inches; maximum negative to paper distance of 49 inches. Price, with condensing reflector, $118, plus tax; with 6½-inch double-mounted condensing lenses, $145, plus tax; with 8-inch double-mounted condensing lenses, $165, plus tax; with 10-inch condensing lenses, $188, plus tax. Available accessories include tilting and revolving table, distortion lens board, recessed lens board; condenser lenses, interchangeable lamp houses.

ELWOOD STUDIO S-2

Vertical; takes film sizes from 35 mm to 5x7; semi-diffusion illumination, silvered reflector; 100-watt opal enlarging lamp; 120 recommended line voltage; rack-and-pinion focusing; glass sandwich negative carrier; lamp house swings and tilts, built-in red screen for focusing; built-in masking device; focusing spot in negative carrier; dual focusing; optional lens equipment. Price, less lens, $69 plus tax. Accessories same as above.

ELWOOD AUTOFOCUS 5x7



Vertical; takes film sizes up to 5x7; semi-diffusion illumination, silvered reflector; 200-watt opal enlarging lamp; 6½-inch f/4.5 coated anastigmat lens; 9 diameters enlargement on baseboard; autofocusing; switch on stand; glass sandwich negative carrier; lamp house tilts and swings; built-in red screen for focusing; built-in masking device. Price, $379.25 plus tax. Accessories include cold light, distortion lens board, set-back lens board, carriers, etc.

ELWOOD AUTOFOCUS 8x10

Vertical or horizontal; takes film sizes up to 8x10; silvered reflector; 200- to 500-watt opal enlarging lamp; 10-inch coated f/4.5 anastigmat lens; 5 diameters enlargement on baseboard; autofocus; glass sandwich negative carrier; switch on stand; built-in red screen for focusing; built-in masking device. Price, $713 plus tax. Accessories include the same as 5x7 model plus camera back attachment.

ELWOOD COMMERCIAL C-2

Vertical; takes film sizes from 35 mm to 8x10; semi-diffusion, silvered reflector; 200- to 500-watt opal enlarging lamp; optional lens equipment; rack-and-pinion focusing; glass sandwich negative carrier; lamp house swings and tilts; switch on stand; built-in red screen for focusing; built-in masking device; dual focusing; clamping handwheel focusing spot in negative carrier. Price, $243 less lens, plus tax. Accessories include distortion lens boards, set-back lens boards, lens extension, cold light, carriers, etc.

MFR., Elwood Pattern Works.

FEDERAL STORE-AWAY SENIOR 311

Vertical; takes film sizes from 35 mm to 2¼x3¼; single condenser system with diffusion plate; 75-watt No. 211 opal lamp; 120 line voltage recommended; 3½-inch Federal Octar f/4.5 lens; 8 diameters enlargement on baseboard; micrometer friction wheel focusing; convertible glass or metal negative carrier; provision against Newton's rings; masks included for 4 film sizes; film advance without removing roll; built-in red filter; switch on line cord; can be stored in carrying case; metal baseboard; built-in focusing target. Price, $77.50 including tax. Accessories include carrying case, 2-inch lens, metal negative carriers.

FEDERAL STORE-AWAY COMPACT 288

Similar to Model 269; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion; 3½-inch Federal Bifax doublet f/7.9 lens; 7 diameters enlargement on baseboard. Price, $32.90 including tax. Accessories include carrying case, $7.25; special condenser system with parabolic reflector, $10; counterbalance, $3.

FEDERAL 450

Vertical; takes film sizes from 35 mm to 4x5; groundglass and opal diffusion illumination; 75-watt clear enlarging lamp; ventilation by air vents with light baffles; 5½" f/6.3 anastigmat lens with iris diaphragm; 4½ diameter enlargement on baseboard; micrometer focusing; combination metal and glass negative carrier; controlled pressure prevents Newton's rings; masks for 7 film sizes; film advance without removing roll; distortion control by calibrated swivelhead; built-in red screen for focusing; line cord switch; color carrier and mask holder; built-in focusing target; counterbalanced; clutch on enlarger arm sleeve. Price, including tax, $99.50. Accessories include dustless metal negative plates, double condenser lens assembly.

FEDERAL 450-CL

Same as Model 450 except with Cold-Lite reflector dome; 32-watt circular fluorescent lamp; for 105-125-volt a-c; can use any timing device. Price, with 5½-inch f/6.3 Octar lens, $110.50, inc. tax; 2-inch f/4.5, 3½-inch f/4.5, and 3½-inch f/6.3 lenses available; counterbalance included.

FEDERAL 470

This model is exactly the same as the 450 Model except that it has a combination 2-element condenser and sand-blasted light distribution plate illumination; 75-watt opal enlarging lamp. Price, including 5½-inch lens and tax, $129.90. Accessories include dustless metal plates in all popular sizes.

FEDERAL 269 STORE-AWAY JR.

Vertical; takes film sizes from 35 mm to 2¼x3¼; groundglass and flashed opal diffusion illumination; 75-watt clear enlarging lamp; ventilation by air vents with light baffles; 3½-inch f/6.3 Decar anastigmat lens in iris diaphragm; 7 diameters enlargement on baseboard; metal and glass negative carrier; pressure control prevents Newton's rings; masks included for four film sizes; film advance without removing roll; lamp house swings and tilts; line cord switch; focusing target. Price, $44.50 including tax. Accessories include,

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2. Determine and include your down payment (not less than 10% or $5.00, whichever is greater), trade-ins accepted as down payments, too;
3. Mail your order, down payment and short note telling us about yourself, your occupation, your employer for last 2 years, and two references.

USED EQUIPMENT

(Offered subject to prior sale)

10 DAY MONEY BACK GUARANTEE

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	Price	Down Paym't
2¼ x 3¼ CENTURY GRAPHIC, F 4.5	$ 74.50	$ 7.45
2¼ x 3¼ BUSCH PRESSMAN, F 4.5	$ 89.50	$ 8.95
2¼ x 3¼ CROWN GRAPHIC, F 4.5	$139.50	$13.95
2¼ x 3¼ SPEED GRAPHIC, F 4.7	$189.50	$18.95
3¼ x 4¼ KALART PRESS, F 4.7	$179.50	$17.95
3¼ x 4¼ SPEED GRAPHIC, F 4.7	$124.50	$12.45
4 x 5 SPEED GRAPHIC, F 4.5, RF	$139.50	$13.95
4 x 5 BUSCH PRESSMAN, F 4.5	$ 89.50	$ 8.95
4 x 5 B & J PRESS, F 4.5, RF	$ 99.50	$ 9.95
4 x 5 SPEED GRAPHIC, F 4.7, RF	$184.50	$18.95
4 x 5 GRAPHIC VIEW	$ 79.50	$ 7.95

REFLEX CAMERAS

	Price	Down Paym't
CIROFLEX "D", F 3.5	$ 69.50	$ 6.95
CIROFLEX "D", F 3.5	$ 69.50	$ 6.95
ANSCO REFLEX	$114.50	$11.95
KODAK REFLEX II, F 3.5	$ 99.50	$ 9.95
CIROFLEX "F", F 3.5	$109.50	$10.95
ROLLICORD, F 3.5	$ 69.50	$ 6.95
ROLLEIFLEX, F 3.5	$ 89.50	$ 8.95
AUTO ROLLEIFLEX, F 3.5	$139.50	$13.95
AUTO ROLLEIFLEX, F 2.8	$184.50	$18.95
ZEISS IKOFLEX II, F 3.5	$ 94.50	$ 9.45

35mm CAMERAS

	Price	Down Paym't
CLARUS, F 3.5	$ 59.50	$ 5.95
KODAK "35", F 3.5	$ 54.50	$ 5.45
KODAK BANTAM SPECIAL, F 6.3	$ 89.50	$ 8.95
ARGUS "C3", F 4.5	$ 49.50	$ 5.00
KODAK RETINA II, F 3.5	$ 62.50	$ 6.25
ROBOT II, F 2.8	$ 87.50	$ 8.75
ZEISS CONTESSA, F 3.5	$149.50	$14.95
LEICA III C, F 3.5	$189.50	$18.95
BOLSEY "B2", F 4.5	$ 49.50	$ 5.00
STEREO REALIST, F 3.5	$124.50	$12.45

ROLL FILM CAMERAS

	Price	Down Paym't
KODAK MEDALIST, F 6.3	$ 69.50	$ 6.95
KODAK MEDALIST II, F 5.6	$ 99.50	$ 9.50
ZEISS SUPER IKONTA "C", F 3.5	$ 97.50	$ 9.75
ZEISS SUPER IKONTA "B", F 2.8	$119.50	$11.95

8mm MOVIE CAMERAS

	Price	Down Paym't
DEJUR FADEMATIC, F 1.9	$ 87.50	$ 8.75
DEJUR FADEMATIC, F 1.9	$ 94.50	$ 9.45
DEJUR FADEMATIC, F 1.9 Telemator	$102.00	$10.20
KEYSTONE K36, F 1.9	$ 56.50	$ 5.60
CINE KODAK MAGAZINE 8, F 1.9	$ 99.50	$ 9.95
BOLEX H-8, F 1.9	$169.50	$16.95
B&H FILMO SPORTSTER, F 1.9	$ 59.50	$ 5.95
REVERE "88", F 2.5	$ 44.50	$ 5.00

8mm PROJECTORS

	Price	Down Paym't
KEYSTONE "R37"	$ 49.50	$ 5.00
REVERE "90"	$ 79.50	$ 7.95
B&H REGENT	$ 99.50	$ 9.95
DE JUR "750"	$ 89.50	$ 8.95
KODASCOPE 8-33	$ 49.50	$ 5.00
KEYSTONE K108	$ 79.50	$ 7.95

16mm CAMERAS

	Price	Down Paym't
CINE KODAK MAGAZINE 16, F 3.5	$ 99.50	$ 9.95
REVERE MAGAZINE, F 1.9 Telemator	$109.50	$10.95
B&H AUTOLOAD, F 1.9	$119.50	$11.95
B & H "70DA", F 1.9 w/ F 3.5 Turret	$279.50	$27.90
KEYSTONE "A7", F 1.9	$ 62.50	$ 6.25
KEYSTONE "K-50" MAGAZINE, F 2.5	$ 79.50	$ 7.95
VICTOR 4, Turret, F 2.5	$119.50	$11.95

16mm PROJECTORS

	Price	Down Paym't
REVERE "48"	$ 89.50	$ 8.95
AMPRO "16"	$ 89.50	$ 8.95
KEYSTONE "K160"	$ 77.50	$ 7.75
KODASCOPE "16-20"	$129.50	$12.95
B&H DIPLOMAT	$159.50	$15.95

SOUND PROJECTORS

	Price	Down Paym't
MOVIE MITE	$139.50	$13.95
BELL & HOWELL "179"	$325.00	$32.50
REVERE SOUND	$179.50	$17.95
AMPRO CENTURY	$195.00	$19.50
VICTOR "60C"	$295.00	$29.50

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Ciroflex Model "E" F 3.5 Coated Lens, Rapax Synchro Shutter—$119.70. Complete with Carrying Case, Dedur CA Exposure Meter, Morton Flash Gun, 3 Rolls B&W Film, 1 Roll Color Film, 10 Flash Bulbs. All Brand New for only $146.58.
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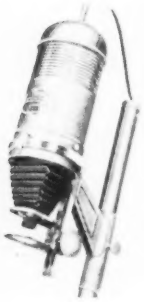
FEDERAL 269-CL STORE-AWAY

Same as Model 269, except with Cold-Lite reflector dome; 22-watt circular fluorescent lamp; for 105-125-volt a-c; can use any timing device. Price, with 3½-inch f/6.3 Decar anastigmat lens, $59.50, inc. tax; accessories include case, dustless negative carrier, 2-inch lens.



FEDERAL 279 STORE-AWAY JR.

This model is identical with Model 269, with the exception of the illumination system; it has combination single-element condenser and sandblasted light distribution plate illumination with a 75-watt opal enlarging lamp. Price, including tax, $52.50. Accessories the same as for model 269.

FEDERAL 312

Vertical; takes film sizes from 35 mm to 2¼x3¼; groundglass and flashed opal diffusion illumination; 75-watt clear lamp; parabolic reflector; 3½-inch f/6.3 anastigmat lens; 7-diameter enlargement; micrometer focusing; other features and design similar to other Federal models. Price, including tax, $59.50. Accessories the same as other Federal models.

FEDERAL 314

Vertical or horizontal; takes film sizes from 35 mm to 2¼x3¼; combination 2-element condenser and sand-blasted light distribution plate illumination; 75-watt opal enlarging lamp with parabolic reflector; ventilation by air vents with light baffles; 3½-inch f/6.3 Fedar anastigmat lens with iris diaphragm; 7 diameters enlargement on baseboard; micrometer focusing; metal and glass negative carrier; pressure controlled carrier prevents Newton's rings; masks included for 4 film sizes; film advance without removing roll; calibrated swivel head; built-in red screen for focusing; line cord switch; color carrier and mask holder; built-in focusing target; counterbalanced; clutch on enlarger arm sleeve. Price, including tax, $84.90. Accessories include dustless negative carriers, etc.

FEDERAL 315

This model is identical to Model 314 except that it has a 3½-inch f/4.5 Octar anastigmat lens; 8 diameters enlargement on the baseboard; Price, including tax, $99.50. A 2-inch f/4.5 Federal Decar anastigmat lens is available for both models as an accessory.

FEDERAL 315-CL

Same as Model 315, except has Cold-Lite reflector dome; 22-watt circular fluorescent lamp; for 105-125-volt a-c; can use any timing device. Price, with 3½-inch f/4.5 Octar lens, $89.50, inc. tax. 2-inch lens available.

FEDERAL 135 STORE-AWAY MINIATURE

Vertical; takes 35-mm and 828 film; 2-element condenser system; 50-watt No. 113 lamp; heat-absorbing glass; for 120-volt a-c or d-c; 2-inch f/4.5 coated Decar lens in iris diaphragm; micrometer focusing; 14 diameters enlargement on baseboard; dustless metal negative carriers; provisions against Newton's rings; masking plates supplied for 2 film sizes; built-in red filter; sectional post. Price with lens, $55.90 inc. tax. Accessories available include carrying case, 3½-inch f/4.5, and 3½-inch f/6.3 lenses.
MFR., Federal Mfg. & Eng. Corp.

FOTOLARGER C

Vertical; takes film sizes from 35 mm to 2¼x3¼; 2-element condenser system; uses No. 211 enlarging lamp; 110-120 line voltage recommended; friction focusing; metal, rotating negative carrier; film advance without removing roll; lamp-housing tilts to permit bigger enlargements; built-in red filter; metal baseboard, split store-a-way pole. Price, $30.50 plus tax. Accessories include enlarger stand, lenses, carriers, split-pole upright, lens boards, etc.

FOTOLARGER D

Similar to Model C; flashed opal diffusion system; uses No. 211 opal enlarging bulb; friction focusing; rotating, glassless negative carrier, 16x19 metal baseboard. Price, without enlarger stand illustrated, $24.50, plus tax. Accessories include enlarger stand, $8.50 plus tax; negative carriers, lensboards, lenses, condensers, etc.

FOTOLARGER 100-C

Vertical; takes film sizes 35-mm to 4x5; 2-element condenser system; 150-watt No. 212 opal enlarging lamp; vents in lamp house; 135-mm f/4.5 Elgeet coated lens; click stops; 16x19 enlargements at baseboard; friction focusing; metal negative carrier; one mask included, any size; rollfilm advance without removing roll; lamp house tilts and swings; built-in red filter; control switch in line. Price, without lens, $74.50, plus tax; with lens, $107.50, plus tax. Accessories available include counterbalance, any size negative carriers, and 90-mm f/4.5 coated Elgeet lens.

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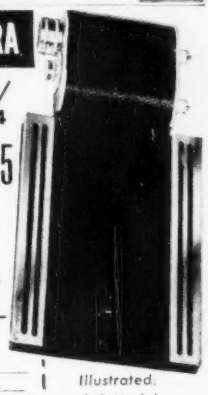

Illustrated: 4x5 Model

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500mm B. & L. Telephoto f5.6	250.00
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Meyer 25 cm f5.5	250.00
Sonnar 30 cm f4	495.00
Meyer 40 cm f5.5	395.00
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FOTOLARGER 100-D

Similar to Model 100-C, except has diffusion system; uses same lenses; has rotating negative carrier, and removable lens board; all other features same. Price, without lens, $54.50, plus tax; with lens, $87.50, plus tax. Accessories same as for Model 100-C.

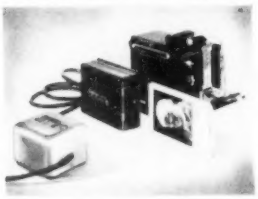
MFR., Testrite Instrument Co., Inc.

FUGUI MODEL II

Vertical; takes film size 35 mm to 2¼x3¼; 2-element condenser system; vents in lamp house; f/4.5 coated lens; click stops; autofocus; provisions against Newton's rings; masks for all film sizes; film advances without removing roll; lamp house tilts and swings; distortion control; built-in red filter; baseboard switch; 70-mm f/3.5 lens included. Price, $89.50, plus tax.

DIST., Cinema Products.

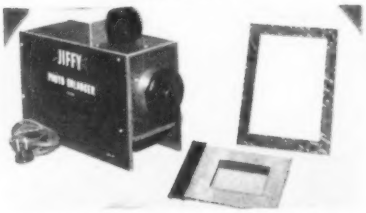
GRAFLARGER BACK



Enlarging head and back for press-type cameras; fits sizes 2¼x2¼, 2¼x3¼, 3¼x4¼, 4x5; flashed opal illumination system; 75-watt cold cathode Ariston Grid Lite fluorescent lamp; for line voltage of 110; metal negative carrier; for adapting camera to enlarger use. Price, $38.75, inc. tax.

MFR., Graflex, Inc.

JIFFY PHOTO ENLARGER MODEL 211



Horizontal; takes film sizes from 35 mm to 2¼x3¼; opal diffusion illumination; 75-watt G-E 211 lamp; no overheating in 24 hr. continuous use; 85 mm f/11 lens with friction focusing; glass sandwich negative carrier; special 35-mm holder; masks for all film sizes; film advance device; control switch on cord; easel for 5x7 paper, adjustable smaller. Price, $9.95 complete. Accessories include long focal length lens, 8x10 easel, etc.

MFR., A P Products.

KODAK AUTO-FOCUS—MODEL E

Vertical; takes up to 5x7 film and plates; ground and sandblasted glass diffusion illumination; G-E No. 302 500-watt opal enlarging lamp; ventilation provision; 7½-inch coated f/4.5 Kodak Ektanon Enlarging lens; click stops; 4 diameters enlargement on baseboard; combination glass sandwich and metal frame negative carrier; built-in mask adjustable from 35 mm to 5x7; foot switch; 17x20 enlarging easel; diffusing disc holder; graduated scale on two sides of paper easel; lens diaphragm illuminator on lens board. Price, $450 plus tax.

KODAK PRECISION—B ASSEMBLY

Vertical or horizontal; can be used as projector; takes film sizes up to 4x5; can be used as copy and regular camera with double-extension bellows; opal diffusion illumination with heat absorbing glass; power cooling; choice of nine Kodak lenses; built-in masking device; hand switch; allows fan on or off during exposure; projects to floor or wall by rotating lamp housing. Price, less lens and lens board, $155 plus tax. Accessories include camera and copy adapters, etc.

KODAK FLUROLITE

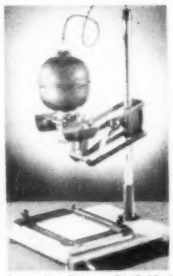
Vertical; takes film sizes from 35 mm to 2¼x3¼; designed for use as projector, movie titler, slide-maker, view camera, and copy unit also; "integrating-sphere" type system with 22-watt circular fluorescent lamp; trapezoidal bi-rail frame; micrometer focusing and elevation; circular bellows; tilting back with zero indicator for distortion control; lighttight cabinet for film and paper built-in baseboard; available lenses include 2-, 3-, and 4-inch Kodak Enlarging Ektanon f/4.5 and Ektar f/4.5 lenses; rotary negative carrier; film advance without removing roll; built-in filter holder. Price, $112.50 including tax.

KODAK HOBBYIST

Vertical; takes film sizes from 35 mm to 2¼x3¼; "integrating-sphere" type system with 22-watt circular fluorescent lamp; coated 89-mm Kodak Enlarging Ektanon f/6.3 lens supplied; click stops; 7 diameters enlargement at baseboard; friction focusing; rotary negative carrier; enlarger can be stored away in suitcase-type box supplied with unit. Price, $49.50 including tax.

MFR., Eastman Kodak Co.

LEITZ FOCOMAT I-C



Takes film sizes from 1x1½ to 40x40 mm; single-element condenser enlarger; uses 75-watt opal lamp; 110 line voltage; coated 50-mm anastigmat f/3.5 lens with click stops; 10 diameters enlargement at baseboard; manual and automatic focusing; glass sandwich and metal negative carriers; provisions against Newton's rings; film advance without removing roll; lamp-house tilts to permit bigger enlargements; distortion control; built in red filter; control switch on baseboard. Price, $147.50 including tax.

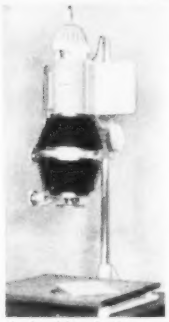
DIST., E. Leitz, Inc.

MAGNAR 66

Vertical; takes film size from 35 mm to 2¼x2¼; designed for use as projector also; single condenser system; uses 75-watt No. 211 enlarging lamp; 110 recommended line voltage; thermal-draft ventilation; 3-inch Ilex f/4.5 lens supplied; 8½ diameters at baseboard; helical focusing; metal negative carrier; film advance without removing roll; lamp-housing swings to permit bigger enlargements; tilting head for distortion control; built-in red filter; 2¼x2¼ red film carrier. Price, $49.75 including tax. Accessories include glassless negative carrier.

MFR., Kay Photographic Co.

MASTERLITE



Vertical and horizontal; designed for use as a projector also; takes film sizes from 35 mm to 4x5; combination 2-element condenser and opal diffusion illumination system; 250- to 500-watt enlarging lamp; ventilation provided by top baffles; 127-mm coated f/5.6 Colorstigmat Enlarging lens; click stops; 30 diameter enlargement on baseboard; micrometer and rack-and-pinion focusing; metal negative carrier; lamp house tilts and swings to permit bigger enlargements; built-in red screen for focusing; dual rubber bellows; lens can be focused within ½-inch of negative. Price, less lens, $108.35 plus tax.
MFR., Laminex Engineering.

MINOX

Vertical; takes Minox film (8.5 mm) and 16-mm film; single-condenser system; 30-watt, 6-volt lamp; built-in transformer in baseboard with taps for 110, 120, 160, 220, and 240-volt circuits; coated 15-mm f/3.5 anastigmat lens; 17 diameters enlargement at baseboard; rotating lamp house; film advance without removing roll. Price, $147.50, inc. tax. Snap-on easels in 4 sizes available at $2.40 each, inc. tax.
DIST., Minox, Inc.

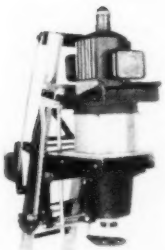
OMEGA B-4

Vertical; takes film sizes from 35 mm to 2¼x3¼; double condenser system; 110 line voltage recommended; 75-watt enlarging lamp; optional lens equipment from 2 to 3½-inch focal length; rotating negative holder; manual focusing; enlarger turns 180 degrees to make bigger enlargements; built-in red filter. Price, $116.08 inc. tax.

AUTOMEGA B-3

Vertical; takes film sizes from 35 mm to 2¼x3¼; triple condenser system; 110 line voltage recommended; 75-watt enlarging lamp; optional lens equipment ranging from 2 to 4-inch focal lengths; up to 15 diameters enlargement on baseboard; automatic focusing, color head; rotating negative carrier; 18x27 baseboard; enlarger can be revolved 180 degrees. Price, $175.35 including tax, but not lens mount and track.

OMEGA D II



Vertical; takes film sizes from 35 mm to 4x5; 2-element condenser illumination system; 75-watt opal enlarging bulb; recommended line voltage 110; dynathermal ventilation; optional lens equipment; from 4½ to 16 diameter enlargement on baseboard; micrometer focusing; metal and glass sandwich negative carriers; provisions against Newton's rings; built-in red screen for focusing; interline control switch. Price, with color head, $214.08 inc. tax; without color head, $196.58 inc. tax. Accessories include copy attachment, micro attachment, cold light head.

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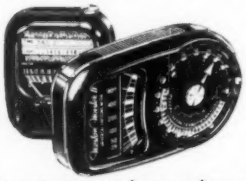

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AUTOMEGA E-3

Vertical; takes film sizes from 2¼x3¼ to 5x7; opal diffusion illumination with 6W low voltage fluorescent lamp; recommended line voltage 110; optional lens equipment: up to 9 diameter enlargement on baseboard; automatic focusing; metal and glass sandwich negative carriers; distortion control by negative tilting; built-in red screen for focusing; electric shutter; color head; rotating lamphousing. Price, without lens or track, $379.17, inc. tax. Accessories include copy attachment, manual focusing attachment, tilting easel board, e.c.

MFR., Simmon Brothers, Inc.

PHOTAX

Vertical; takes film sizes 35 mm to 2¼x3¼; diffusion type; metal; wood baseboard. Dallmeyer 2-inch f/3.5, and 3 and 4-inch f/4.5 lenses available; friction focusing; 16 diameters enlargement at baseboard; lamp house swings; baseboard switch; 20½x21-inch baseboard. Price, $69.95, inc. tax.

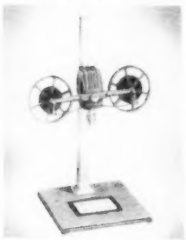
DIST., General Photographic Supply Co.

PRECISE 160A

Vertical; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion; uses No. 211 enlarging lamp; 110-115 line voltage recommended; 3½-inch Acromatic f/7.1 lens with Waterhouse stops; click stops; 5 diameters enlargement at baseboard; manual focusing; metal negative carrier; film advance without removing roll; lamp-house swings to permit bigger enlargements; built-in red filter; masks included for all sizes. Price, $22.20 including tax.

MFR., American Photo Laboratories.

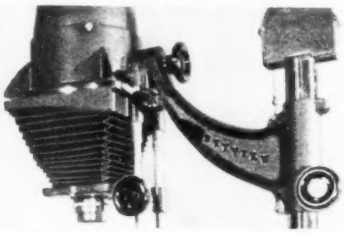
REVERE ENLARGER-VIEWER



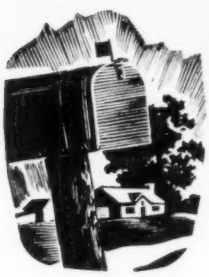
Vertical; takes film sizes 8 or 16-mm movie film; designed for use with Gevaert Diaversal direct positive paper for making prints; 1-element condenser system; 30-watt clear lamp; 110-120-volt a-c or d-c line voltage; uses camera lens mounted in fitting; knurled knob focusing; sprocketed film track instead of negative carrier; control switch in line cord; can be reversed on standard for floor projection from table height; unit includes kit containing yellow-green safelight, Gevaert Diaversal paper, plastic trays, processing solutions, sponges, and two-sided gummed tape; can also be used as movie viewer. Price, for 8-mm size, $47.50 including tax; for 16-mm size, $49.50 including tax; prices include wood baseboard, metal standard, and rewinds.

MFR., Revere Camera Co.

SKYVIEW DGE 4x5



Vertical; takes film sizes from 35 mm to 4x5; also



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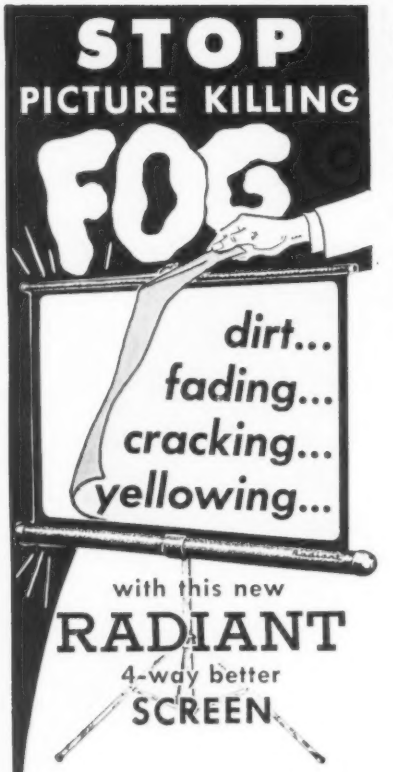

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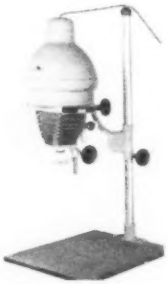

Vertical, can be used horizontally; takes film sizes from 35 mm to 5x7; designed for use as a projector; groundglass diffusion illumination; 150 watt on 115 line voltage; optional lens equipment; rack-and-pinion focusing; glass or metal negative carrier; provision against Newton's rings; lamp house tilts and swings; distortion control; built-in red screen for focusing; toggle switch on table top; non-actinic baseboard. Price, without lens, $84.50 plus tax. Accessories include camera back, microscope adapter, carriers, copy stand, etc.

SOLAR 57 HC

Vertical; takes film sizes from 35 mm to 5x7; 2-condenser system; 150-watt enlarging lamp; 110-120 recommended line voltage; optional lens equipment; rack-and-pinion focusing; metal and glass sandwich negative carriers; provision against Newton's rings; lamp-housing swings to permit bigger enlargements; distortion control; built-in red filter; toggle switch built in baseboard; heavy base casting; parallel supporting arms for lamp-house; focusing arrangement for user to select focusing range relative to focal length of lens being used. Price, $249.50 plus tax.

SOLAR 45C

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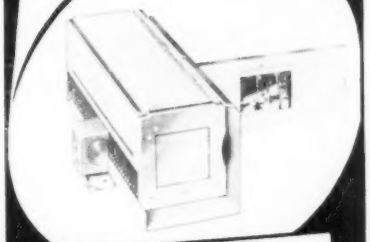

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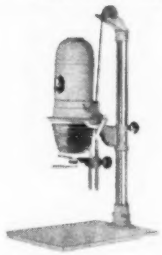

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Accommodates one complete roll of 35 mm. film—six exposures per strip. Equipped with six Glassine Envelopes or six Transparent Sleeves—both converted with the side seam. Heavy outside container of long lasting quality imprinted for complete data record of exposure.

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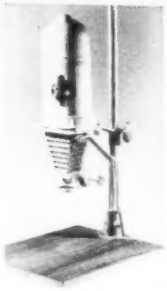
SUN RAY MASTERCRAFT 23



Vertical; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion; uses 75-watt enlarging lamp; 3½-inch f/6.3 Ilex enlarging lens; 16 diameters on baseboard; micrometer focusing; glass sandwich negative carrier; masks included for assorted film sizes; built-in red screen for focusing. Price, $45.43, including glass pressure plates and 6 assorted fibre masks. Accessories available include glassless masks, and condensers.

SUN RAY ARNOLD MODEL D

Vertical and horizontal; takes film sizes from 35 mm to 2¼x3¼; designed for use also as a projector; has combination 2-element condenser, and opal diffusion illumination; uses 75-watt enlarging lamp; 3½-inch f/4.5 Ilex enlarging lens; 16 diameters obtainable on baseboard; micrometer focusing; metal negative carrier; masks for 2¼x3¼ film sizes; film advance without removing roll; lamp house swings and tilts; built-in distortion control; built-in red mask for focusing; open jaw, counterbalance spring. Price, with lens, $87.50. Various glassless masks available as accessories.
MFR., Sun Ray Photo Corp.

UTICAM V

Vertical; takes film sizes from 35 mm to 4⅝x5½; opal diffusion illumination; 250-watt G-E No. 213 enlarging lamp; convection ventilation; use your own camera for lens and focus by attaching to base of enlarger; rack-and-pinion focusing; glass sandwich negative carrier; lamp house swings and tilts for bigger enlargements; switch on cord. Price $19.95, including tax. Accessories include 35-mm adapter to use film in roll form.
MFR., Engineered Products Co.

Popular Photography — Frank Adams

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S.W.—Single weight. D.W.—Double weight.

PAPER	TYPE	USE	SPEED	SIZES	CONTRASTS	SURFACES	COLORS	REMARKS
ANKEN								
SABLETONE	Chl-Br.	Enlarg.	Slow	†	1	1	1	Warm tones; suitable for all toning processes.
EBONY	Bromide	Enlarg.	Fast	†	4	1	1	S&D.W. Cold tones. Both papers come in 60-inch rolls.
ANSCO								
CONVIRA	Chloride	Contact	Normal	*†	6	2	1	S&D.W. Glossy, velvet, cold black tones.
CYKON	Chloride	Contact	Normal	*	3	2	1	S&D.W. For portraits, commercial warm tone prints; suitable for gold tone.
CYKORA	Chl-Br.	Enlarg.	Fast	*†	4	3	1	S&D.W. For portraits and commercial illustration.
PROOF	P.O.P.	Contact	.....	*	1	1	1	S.W. For proofs. Print by daylight or arc.
SPEEDEX	Chloride	.....	Rapid	*†	5	1	1	S.W. Glossy, for optical printers, blue-black tones.
BROVIRA	Bromide	Enlarg.	Fast	*†	4	3	1	S&D.W. For pictorial, reproduction, good latitude, rich black tones.
PROJECTION PROOF	Bromide	Enlarg.	Fast	*†	1	1	1	S.W. D.O.P., rough surface minimizes retouching.
INDIATONE	Chl-Br.	Enlarg.	Normal	*†	1	4	1	D.W. Portrait, warm toned, good for sepia, gold tone.
SCONA REFLEX	Reflex	Copy	.....	*†	2	1	1	S.W. For reflex copies; can use in subdued light.
DASSONVILLE								
CHARCOAL EMBER	Chl-Br.	Enlarg.	Slow	*†	1	8	2	S.W. Warm tones, pictorial, portrait, etc.
CHARCOAL BLACK	Bromide	Enlarg.	Fast	*†	4	8	2	S.W. Cold tones; same as above.
DEVOLITE								
DEVOLITE	Chloride	Contact	Slow	*†	3	1	1	S.W. Darkroom not necessary; cold tones, glossy.
DEVODARK	Chloride	Contact	Normal	*†	6	2	1	S&D.W. Warm tone.
DU PONT								
"APEX"	Chloride	Contact	Normal	*†	6	9	2	S&D.W. Wide latitude in exposure and development, gives full scale value of negative.
"VELOUR BLACK"	Chl-Br.	Enlarg.	Normal	*†	4	17	2	S&D.W. For portrait, pictorial, commercial; full scale; surfaces for every type of work.
WARMTONE TYPE 9034	Chl-Br.	Enlarg.	Normal	*	1	5	2	D.W. Warm brown tone, rich scale of gradation.
"VARIGAM"	Chl-Br.	Enlarg.	Normal	*†	Variable	9	1	S&D.W. With filters, gives any degree of contrast from extremely soft to very hard.
"IVORA"	Chl-Br.	Enlarg.	Normal	*	1	1	1	On white film base; for miniatures and coloring.
"ADLUX"	Chl-Br.	Enlarg.	Normal	*	1	1	1	Film, coated both sides; for rear illumination, etc.
CANVAS	Chl-Br.	Enlarg.	Normal	*†	1	.....	1	Fine texture fabric with Velour Black coating; has same quality as paper; takes oil colors.
BLACK & WHITE PROOF	Chl-Br.	Enlarg.	Normal	*†	2	1	1	S.W. only. For proof printing, murals, etc.
EASTMAN								
AD-TYPE A	Chloride	Contact	Normal	*†	6	1	1	S.W. Full scale, cold tones, folds without cracking.
ARISTO	Chloride	Contact	Normal	*†	3	3	2	D.W. Full scale; for commercial and illustrative work.
ATHENA	Chloride	Contact	Normal	*†	3	3	1	D.W. For portraits, warming brilliance and fine gradation.
AZO	Chloride	Contact	Normal	*†	6	4	1	S&D.W. For amateur, portrait, and commercial work.
ILLUSTRATOR'S AZO	Chloride	Contact	Normal	*†	5	4	1	S&D.W. Full scale, chiefly for illustrative work.
RESISTO	Chloride	Contact	Normal	*†	4	1	1	S.W. Water-resistant base for rapid processing.
VELITE	Chloride	Contact	Slow	*	1	1	1	S.W. Can be handled in normal room light. 3 sizes.
VELOX	Chloride	Contact	Normal	*†	6	1	1	S.W. Amateur and photofinishing, blue-black tones.
STUDIO PROOF	P.O.P.	Contact	Slow	*	1	2	1	S.W. For proofs. Print by daylight or arc.
ILLUSTRATOR'S SPECIAL	Chl-Br.	Enlarg.	Normal	*†	1	2	1	S&D.W. Pure white stock, full scale, rich tones.
KODABROMIDE	Chl-Br.	Enlarg.	Fast	*†	5	7	2	S&D.W. Rich black tones, full-scale emulsion; for commercial, pictorial, news work.
OPAL	Chl-Br.	Enlarg.	Normal	*†	1	13	2	D.W. For portraits, exhibition prints, warm tones, full scale; wide variety of surfaces.
PLATINO	Chl-Br.	Enlarg.	Fast	*†	3	3	2	S&D.W. For higher speed printing; full scale.
PORTRAIT PROOF	Chl-Br.	Enlarg.	Fast	*†	1	1	1	S.W. Rough, D.O.P. for proofs, murals, etc.
RESISTO RAPID	Chl-Br.	Enlarg.	Fast	*†	4	1	1	S.W. Water resistant base for rapid processing.
ROYAL BROMIDE	Bromide	Enlarg.	Very Fast	*†	4	1	1	S&D.W. Extreme speed for portrait, pictorial work.
VELOX RAPID	Chloride	Enlarg.	Slow	*†	5	1	1	S.W. For optical printers, full scale, rich tones.
UNICONTRAST V.R.	Chloride	Enlarg.	Slow	†	1	1	1	S.W. Same as above, longer scale.
CARBRO PAPER	Chl-Br.	Enlarg.	Fast	*†	1	1	1	S.W. Special paper for making carbro prints.
SUPER SPEED DIR. POS.	Bromide	Camera	Fast	*†	1	1	1	S.W. Reversal. Positives by exposure in camera.
TRANSLITE	Chl-Br.	Enlarg.	Fast	*	1	1	1	Supplied as film and paper, coated both sides for rear illumination, enlarged negatives, etc.
GEVAERT								
NOVAGAS	Chloride	Contact	Normal	*†	4	4	1	S&D.W. Wide latitude in printing. Glossy surface.
ARTEX PROJECTION	Chl-Br.	Enlarg.	Normal	*†	3	6	3	D.W. Warm tones for portrait work. Rough surface.
LARJEX	Chloride	Con-Enl.	Fast	*†	5	1	1	S.W. For oversize prints, optical printers, glossy.
P.O.P. PROOF	P.O.P.	Contact	Normal	*	1	1	1	S.W. For proofs. Print by daylight or arc, glossy.
GEVALUXE VELOURS	Bromide	Enlarg.	Slow	*	1	1	1	D.W. For portrait, pictorial, warm tones, velour surface.
NOVABROM	Bromide	Enlarg.	Normal	*†	5	4	1	S.W. In 50-inch rolls for photo murals.
MULTI-CONTRAST	Chloride	Enlarg.	Fast	*†	1	1	1	S.W. Designed for use with strip printers and optical printers.
PROJECTION PROOF	Ch-Br.	Enlarg.	Normal	*†	2	1	1	S.W. Warm tone emulsion on a rough matte base.
GEVAERT DIAVERSAL (Dist., Revere Camera Co.)	Reversal-transfer	Con-Enl.	Fast	*	1	1	1	For making direct positive prints by chemical reversal of emulsion; recommended for making prints from positive color transparencies.
GRANT								
DIREX	Direct Pos.	Camera	Fast	*†	1	1	1	For making direct positive prints by chemical reversal of emulsion. Used in the camera.
HALOID								
HALO	Chloride	Contact	Normal	*†	4	1	1	S&D.W. Glossy, cold tones, full scale of gradation.
INDUSTRO	Chloride	Contact	Normal	*†	4	3	1	S&D.W. Wide latitude, warm tones, portrait, commercial.
HALOBROME	Chl-Br.	Enlarg.	Fast	*†	4	3	1	S&D.W. For commercial photography, photofinishing.
PORTRAYA	Chl-Br.	Enlarg.	Normal	*†	1	1	1	D.W. For portrait enlargements, warm tones, wide latitude.
PORTRAYA PROJECTION PROOF	Chl-Br.	Enlarg.	Medium	*†	1	1	1	S.W. For photo murals and portrait proofs.
ILFORD								
Alco Photo Supply Co.								
COMMERCIAL	Bromide	Enlarg.	Fast	*†	4	4	2	S&D.W. For commercial and portrait work.
DE LUXE	Bromide	Carbro	Fast	*†	1	1	1	Long range, cold tones.
PLASTIKA	Chl-Br.	Enlarg.	Fast	*†	4	4	2	S&D.W. Wide latitude; no blocking in shadows, warm blacks.
ILLINGSWORTH								
Alco Photo Supply Co.								
DE LUXE BROMIDE	Bromide	Carbro	Fast	*†	1	1	1	Long range, cold tones, for carbro and bromoil work.
KILBORN								
COLOMA	Bromide	Enlarg.	Fast	*†	4	3	1	S&D.W. For commercial and portrait work, good gradation of tones from black to white.
COMMERCIAL	Chloride	Contact	Normal	*†	4	2	1	S&D.W. Full scale, for photo finishing and commercial use.
RAPIDCOPY	Bromide	Enlarg.	Fast	*†	1	1	1	Special weights, non-ortho paper designed for microfilm use.
VERDITONE	Chl-Br.	Enlarg.	Normal	*†	1	3	1	D.W. Warm tone, for portraits and making photo murals by projection.

ENLARGING EASELS

AIREQUIPT DIALMASTER

Takes up to 14x17 inch paper; all-metal construction; borders adjustable from [illegible] to ¾ inch; automatic [illegible]-inch borders on 14x17 size; self-aligning masking bands; Silent Assistant adjusts top margin and left margin with twist of the dial; rubber, non-skid base. Price, $18.98.

AIREQUIPT 4-WAY

Takes 4 paper sizes, 2½x3½, 4x5, 5x7, and 8x10; all metal construction; built-in paper stops with a fixed frame for ¼-inch margins. Price, $8.98.

MFR., Airequipt Mfg. Co.

ARTCO BORDERLESS

Available for 8x10 and 11x14 paper; metal easel with composition holder; uses entire paper area; flat surface with holes backed by adhesive patches. Price, 8x10 size, $2.50 including tax; 11x14 size, $3.10.

MFR., Artcrafters Industries.

ARKAY EASY-EASEL

Takes prints up to 11x14; all-metal construction; scale on masking arms; automatic sharp borders; paper inserted from right edge while platen is depressed by platen lever on side of easel. Price, $9.23 including tax; 5x7 Easy-Easel available at $6.65 including tax.

MFR., Arkay Corp.

COLOR REGISTRATION EASEL MODEL B

Designed for accuracy and simplicity of registration in the Dye Transfer Process; consists of registering-punching Plexiglas board and ¼-inch plate glass transfer board; pin system of registration use with allowance for expansion of matrices; stainless steel punch bar. Price, 11x14 size, $39.50 plus tax; 16x20 size, $55.20. Pan Matrix Board for transfer; ¼-inch plate glass with inserted pins to fit Pan Matrix film. Price, up to 8x10, $13.50 plus tax; up to 16x20, $16.80.

MFR., Condit Mfg. Co.

DANDY EASEL

Takes paper sizes up to 11x14; all metal construction; scale on side arms; all-around adjustable borders from ¼ to 1¾; movable paper holder finished in durable white for focusing; washable surface. Price, $12.

DIST., Willoughby's.

DE GROFF TWO WAY PUSH

Takes paper sizes up to 11x14; all aluminum construction with chrome rail and spring steel masking strips; scale on side arms; automatic self-centering easel; instant interchangeability to glass for borderless prints; fixed masks for prints with standard size borders; adjustable mask strips for borders from 3/16-inch size and larger. Price, $24.75; for 16x20 size, $65.

MFR., De Groff Laboratories, Inc.

EASOMATIC PRODUCTION EASEL

Two sizes, 5x7 and 8x10; wood and plastic construction; no scales; ⅛-inch borders; permits fast printing in quantity. Price of 8x10 is $18.75, inc. tax; 5x7 is $12.38, inc. tax.

MFR., B. M. D. Manufacturing Co.

FEDERAL 10-A

Takes paper sizes up to 8x10; metal construction; scale on border arms; removable masking arms to make 7½x9½ enlargements on 8x10 paper with ⅛-inch borders; felt base; hinged masking frame; thumb notches for opening and closing frame. Price, $7.75 including tax.

MFR., Federal Mfg. & Eng. Corp.

FR AUTOMATIC

Takes paper sizes up to 11x14; laminated base, all-metal parts finished in polished aluminum or crackle finish; scale on masking arms; arms are directly geared; no locking or unlocking necessary; turn knobs to adjust margins; all-around adjustable borders from ¼ to 2 inches; a "third" knob permits automatic setting of top and left hand margins simultaneously; a "third" hand grasps paper when mask is lowered and holds it while easel is being closed. Price, including tax, $27.

MFR., The FR Corporation.

GLOBE EASEL

Takes paper sizes up to 11x14; all metal construction; baseboard ruled scale; set borders for 5x7, 8x10, and 11x14 sizes; all four masking bands are raised by single lever. Price, $9.45.

MFR., Globe Industries, Inc.

G & R MINIATURE ENLARGING EASEL

Takes paper sizes up to 8x10; brass, steel construction with lamicoid felt; fixed opening and paper guides for accurateness and speed; numbers while you print; opening and border to order; 75 different sizes. Price varies up to $56 including tax.

MFR., Goetz & Ruschmann.

KA-I-KO

Takes paper sizes up to 11x14; wood and metal construction; baseboard ruled scale; all-around borders adjustable from ¼ to 2 inches; white focusing base. Price, $5.95 including tax.

MFR., U. S. Photo Equipment Corp.

KODAK 11x14 MASKING EASEL

Metal and masonite construction; takes paper sizes up to 11x14; 2-inch masking arms; spring mechanism holds arms in position; masonite base with felt-coated bottom; support holds up masking arms while paper is inserted; adjustable margins of any size between ½ and ¾ inches. Price, $19.75, inc. tax.

MFR., Eastman Kodak Co.

MULTI-PRINTER

Takes paper sizes up to 8x10; metal construction; no scales necessary; will print 2, 4, or 8 prints on one 8x10 sheet; after paper is loaded, lights may be turned on to change negatives; baseboard legs for distortion control. Price, $4.85.

MFR., Grover Photo Products.

PRECISE NO. 20

Takes paper sizes up to 11x14; all metal construction; baseboard-ruled scale in 1/16 inches; all-around borders adjustable from ¾ to 1½

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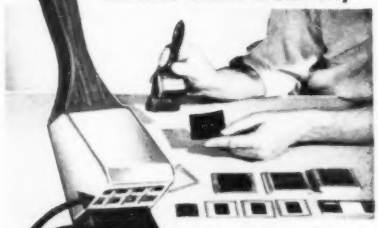

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inches; baked japanned baseboard with white focusing surface; instantly adjustable masking bands. Price, $7.50 including tax.
MFR., American Photo Laboratories, Inc.

PREMIER SENIOR

Takes paper sizes up to 11x14; all-metal construction with aluminum base covered by felt pad; scale on side arms; surface coated white for focusing; automatic paper clamp engages paper when frame is lowered to hold paper in place; margin control permits independent adjustment of horizontal and vertical borders. Price, $9.50 plus tax.

PREMIER JUNIOR

Identical to the above, except that it takes paper sizes up to 8x10. Price, $8 plus tax.
MFR., Photo Materials Co.

RADIANT 810

Takes paper sizes up to 8x10; adjustments from 1/8 to 1/2 inch; wood baseboard scales in 1/8-inch graduations; steel masking bands; self-aligning positive masking; skid-proof felt base. Price, $11.10 including tax.

RADIANT 1114

Takes paper sizes up to 11x14; steel baseboard; scale on steel frame; self-adjusting masking band; Sta-tight slot to hold paper; positive lever for margin adjustment from 1/8 to 1 1/2 inches; skid-proof base. Price, $13.30 including tax.

RADIANT AUTOMATIC

Takes paper sizes up to 11x14; margins from 1/8 to 1 1/2 inches; automatic paper centering; channels for all paper sizes; self-centering masking bands; special masking arms; scale on frame. Price, $26.65 including tax.
MFR., Radiant Specialty Corp.

RELHAM SPRINGFRAME

Two models to take paper sizes up to 8x10 or 5x7; hardwood base with washable plastic focusing surface; fixed-border easel; supplied with steel springframes which correspond with popular paper sizes; frames are interchangeable. Price, 8x10 model with 7 frames, $7.20 including tax. 5x7 model with 5 frames, $4.80 including tax. Special sizes on request.
MFR., Relham Products Co.

SAUNDERS MODEL E

Takes paper sizes up to 14x17; all-metal construction; adjustable from 1 3/4x1 3/4 inches up to 14x17 inches; constant center; border adjustment by calibrated scale on individual blade; basket-weave blades hold paper flat; paper slots automatically hold-open click stop for paper insertion. Price, $22 plus tax.
MFR., Saunders Company.

SPEED-EZ-EL

All metal construction; requires no adjustments; paper inserted from either end to provide even borders; gray focusing surface; washable, non-skid base, available in six sizes. Prices, for 2 1/2x3 1/2, $1.40; 3 1/2x5, $1.55; 4x5, $1.70; 5x7, $2.35; 8x10, $3.35; and 11x14, $4.45. All prices are with tax included.
MFR., A. J. Gantz Co.

SUN RAY MODEL 4

Takes paper sizes up to 8x10; all-metal construction; scale on side arms; widths of all-around borders available from 1/4 inch up; steel masking bands; white enamel base for focusing. Price, $4.95 including tax. Model 5 same as above, but takes paper sizes up to 11x14 inches; price, $6.95 including tax.
MFR., Sun Ray Photo Co., Inc.

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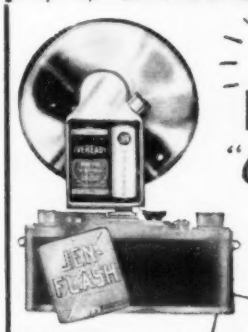

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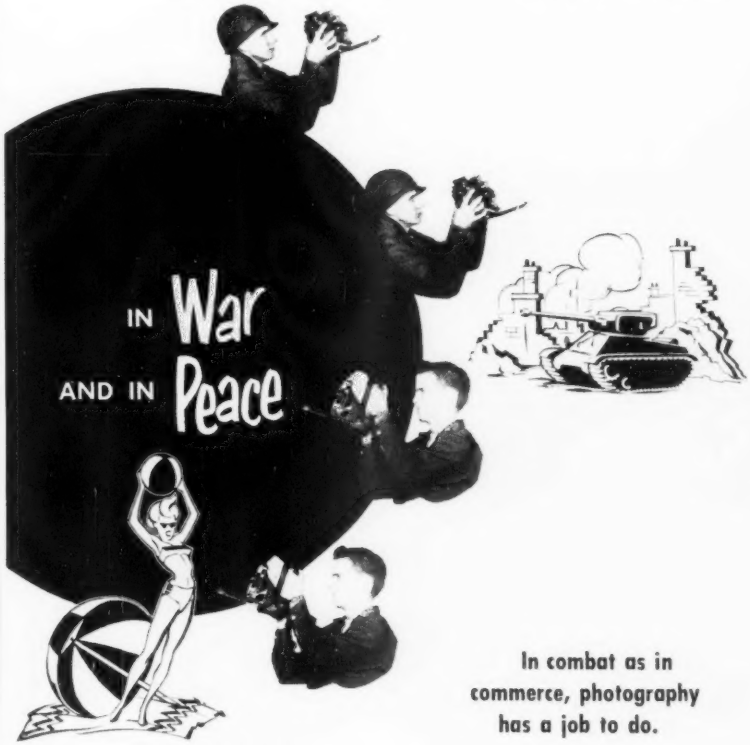

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AREL

Kent Single Dryer. Electrical, a-c or d-c; for semi-matte, matte, and glossy prints; accommodates up to 5x7 prints; takes ferrotype tins; made of polished aluminum drying surface and washable canvas. Price, $6.95 plus tax.

Kent Double Dryer. Electrical, a-c or d-c; takes up to 5x7 prints, semi-matte, matte, and glossy prints; takes ferrotype tins; dries eight 5x7 prints at one time. Price, $9.95 plus tax.

DIST., Arel, Inc.

ARKAY

Arkay Model A-24. Electrical; adjustable apron tension mechanism; disconnect switch; chrome surface; variable heat selector; drying area, 19½x24; 110x120 a-c recommended line voltage. Price, $54.76 including tax.

Arkay Model A-20. Same features as Model A-24 except that drying area is 15¾x21 inches. Price, $49.73 including tax.

Arkay Flipper F-14. Electrical; takes up to 11x15 prints; 2 drying surfaces; accommodates ferrotype tin; 110 a-c, d-c recommended line voltage; 265 watts; double-sided dryer; unit controlled by fixed heating element electronically measured not to overheat; variable apron tension. Price, $15.94 including tax. With 2 built-in chrome ferrotype plates, $21.53.

Arkay Flipper F-17. Electrical; accommodates prints up to 12x17 (2 drying surfaces); takes ferrotype tins; thermostatic control; 110-120 a-c recommended line voltage; 430 watts; heat selector provides complete control over a large range of temperatures. Price, with chrome ferrotype tin built in, $32.95; without, $24.00 including tax.

Arkay E-10. Electrical; takes up to 11x15 prints; optional built-in ferrotype tin; takes ferrotype tins; 110 a-c or d-c recommended line voltage; 205 watts; single-sided dryer; all welded steel construction; balanced heating element. Price, $10.35 including tax; with built-in chrome ferrotype tin, $13.37, including tax.

MFR., Arkay Corp.

BURKE & JAMES

Rexo Double Duty Dryer. Electrical; will take 750 2¼x3¼ prints per hour; takes 2 prints up to 18x24 inches; takes 2 ferrotype tins; thermostatic control on a-c models; 115 recommended line voltage; reversible, dries matte or glossy prints. Price, $55.

MFR., Burke & James, Inc.

FEDCO

300 Twin Surface. Electrical; takes up to 2 prints 16x20; accommodates ferrotype tin; 110 recommended line voltage; 350 watts; handy knobs to turn dryer; tension device for keeping apron tight. Price, $21.95.

200 Twin Surface. Similar to the above model in features and design; takes 2 prints 11x14; 210 watts. Price, $11.

100 Single Surface. Same as above except has only one surface taking up to one 11x14 print; 105 watts. Price, $7.75.

Continuous Motor Driven Drum Dryer: Electrical; drum is 14" wide and 38" in circumference; built-in ferrotype tin; 375 watts; 110, recommended line voltage; will take 40 matte or glossy 8x10 prints per hour; air cooled motor; variable speeds. Price, $150, plus tax.

MFR., Fedco Products.

LEE METAL

Lee Duplex Model 602. Electrical; takes prints up to 11x14; 2 drying surfaces 13x15½ inches; ceramic insulators separate heating elements from body of dryer; accommodates 11x14 ferrotype tins; canvas apron has 3 tensions; dual set of rubber feet; 110 a-c or d-c recommended line voltage. Price, $13.50.

Lee Duplex Model 602A. Same as Model 602 except has thermostat for complete control through wide range of temperatures; 110 a-c recommended line voltage. Price, $16.50.

MFR., Lee Metal Products Co.

LIGHTNING-LITE

Portrait Print Dryer. Electrical; takes 350 8x10 prints or its equivalent; accommodates prints up to 19x25"; time controlled so that unit will shut off at pre-set drying period; dries face-up with proper curvature; uses blotter - corrugated - cardboard stack method; heat passes through narrow way for rapid drying; all-metal construction. Price, $145 plus tax.

MFR., Lightning-Lite Co.

LOTT

Model F. Electrical; accommodates prints up to 12x17 inches; separate ferrotype tin; accommodates 12x17 ferrotype tins; 110 line voltage recommended; adjustable self-centering canvas apron; 11x16 inches ferrotype plate; includes cellulose squeegee polishing cloth. Price, $9.95 including tax.

Lott Roto Dryer-Professional Model. Electrical; takes 40 10x14 prints per hour, or 360 3x5 prints per hour; drum-type rotary dryer; mirror finish stainless steel surface, 23x28 inches; 110-120 recommended line voltage; 300 watts; weighs 24 lbs.; pre-shrunk drying belt. Price, $39.50 including tax.

RotoMaster Model. Same as Professional Model except it has all-welded construction; built-in squeegee; adjustable curtain tension; all-metal roller; adjustable temperature control; weighs 29 lbs. Price, $49.50 including tax.

Amateur Model. Same as the Professional model except has a 12x28 inch drying surface. $29.50 including tax.

MFR., Lott Mfg. Co.

MIDG-O A

Electrical; takes up to 14x17 prints; accommodates 14x20 ferrotype tins; 115 recommended line voltage; 660 watts; dries up to 625 2½x3½ prints per hour, or 50 8x10 prints per hour; supplied with cardboards and blotters. Price, $88.95, inc. tax.

MFR., Midg-O Co.

PREMIER

Premier Model 110 SC. Electrical; takes 8 4x5 prints or 2 8x10; accommodates prints up to 11x16 inches; built-in ferrotype tin; 110 recommended line voltage; thermostatic control; special opening levers to release canvas apron. Price, $9.95 plus tax.

Premier Model 110 SP. Similar features as Model 110 SC except has no built-in ferrotype tin; accommodates prints up to 11x16 inches. Price, $7.95 plus tax.

Premier Model 110 TC. Similar to the Model 110 SC except has 2 drying surfaces; takes 16 4x5 prints or 4 8x10; built-in ferrotype tins. Price, $12.95 plus tax.

MFR., Photo Materials Co.

STERLING-HOWARD

Sterling-Howard Duplex. Electrical; 2 drying surfaces, 12x15 inches; canvas apron with automatic tension locks; rubber feet; 6-foot cord; 225-watt nichrome-wire heating element; for a-c or d-c operation. Price, $7.95.

MFR., Sterling-Howard Corp.

WILLOUGHBY'S

Superb Print Dryer Model 200. Electrical; takes up to 11x14 prints; accommodates 10x14 ferrotype tins; thermostatic control; 110 recommended line voltage; 200 watts; 11½x15 inch drying surface; has clips to hold ferrotype tins in place; double-faced drying area; dries eight 5x7 prints at one time. Price, $14.50.

Superb Print Dryer Model 100. Same construction features as the above model; takes one 11x14 print at one time; one drying surface that accommodates a 10x14 ferrotype tin; uses 100 watts on 110 a-c or d-c line voltage. Price, $9.95.

DIST., Willoughby's.

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DEVELOPING TANKS

ACE PHOTO DEVELOPING TANK NO. 2179

Sheet film, filmpacks, or plates; up to 8x10; liquid capacity approx. 3½ gals.; hard rubber construction; light-proof cover. Price on request.

Tank No. 2181. Similar to above, except has floating cover; hard rubber construction. Price on request.

MFR., American Hard Rubber Co.

ANGELUS COLOR TANK

Sheet film, filmpacks; 2¼x2¼ to 5x7 models; capacity 1 qt.; 2 qt. for 5x7 model; holds up to 10 hangers; darkroom loading; Bakelite construction; metal cover, locks and screws. Prices, $6.90 and $11.95, including tax.

MFR., Schoen Products Co.

BACO PLASTIC DEVELOPING TANK

Sheet film, filmpacks; 4x5 inches; plastics construction; light-proof cover; rounded corner; takes 18 Baco hangers; 12 Kodak 4A hangers. Price, $7.68, including tax.

BACO STAINLESS STEEL DEVELOPING TANK

Similar in features and characteristics as the plastic model, except is made of stainless steel and available in 4x5 and 5x7 inch models. Price, $9.65, including tax.

MFR., Baco Accessories Co.

CARR SEAMLESS DEVELOPING TANK

Sheet film, filmpacks, plates; 2¼x3¼ to 11x14; darkroom or daylight; takes 6 to 30 hangers; liquid capacity 1 qt. to 50 gal.; takes all roll sizes; stainless steel seamless weld construction. Prices on request. Available accessories include top and floating lids, vane agitators.

MFR., Carr Corporation.

CINE REEL HOME PROCESSOR

For 16 or dbl. 8 mm film; up to 100 feet; liquid capacity 1 gal.; Allegheny metal construction; has take-up bar to counteract film stretch; includes reel, tray, and drying rack. Price, $19.95.

DIST., Superior Bulk Film Co.

DEEPSTER

Roll film; full length deep tanks; 35 mm to No. 120; liquid capacity 1 gal.; no reel; plastic construction; film is held by clips in vertical position; sets of two tanks, one for developer, and other for fixing bath. Price, for both tanks, wall brackets, light-tight caps, and film clips, $6.95, tax included. Available accessories include 36 exp. 35-mm holder. Special model available for larger roll films.

MFR., Glen Camera Products.

EBE DAYLIGHT ROLL FILM TANK

Roll film; 8 mm to No. 122; up to 25 feet; liquid capacity 2 qts.; stainless steel construction; bakelite reel and geared spools; film wound from one spool to other by external crank handle; film loading device; spring clutch to prevent film tearing. Price, $19.75.

MFR., Ebe Mfg. Co.

ECLIPSE

Takes film sizes from 35 mm to 2½x4¼ inches; adjustable; daylight; liquid capacity 1 pt.; plastic construction; pouring and filling vents; shatter-proof. Price, $1.75, plus tax.

MFR., Eclipse Mfg. Co.

ELKAY ADJUSTABLE ROLL FILM TANK

Rollfilm, 35 mm to No. 616; adjustable; daylight type; bakelite construction; thermometer well; wet or dry loading; liquid capacity 16 to 26 oz. Price, $3.95.

ELKAY ADJUSTABLE ROTO CUT FILM TANK

Sheet film and filmpack up to 3½ inches; adjustable; bakelite construction; thermometer well; adjustable reel; capacity 12 sheets. Price, $5.25.

ELKAY ADJUSTABLE 4x5 CUT-FILM-PACK TANK

Sheet film and filmpacks up to and including 4x5; adjustable; hard rubber construction; funnel-type cover; removable bakelite rack; capacity of 12 sheets. Price, $9.95.

ELKAY HARD RUBBER TANK

3 sizes, 4x5, 5x7, and 8x10; takes sheet film or filmpacks; open type; fitted rubber dust cover; acid and alkali proof.

4x5 holds 2 hangers; liquid capacity 2 qts. Price, $4.50.

5x7 holds 15 5x7 hangers, 20 4x5 hangers; capacity 4 qts. Price, $5.95.

8x10 holds 20 8x10 hangers, 20 5x7 hangers; liquid capacity 3½ gals. Price, $9.50.

ELKAY NO. 111 HARD RUBBER TANK

Takes 5x7 sheet film, filmpack or plates; liquid capacity 1 gal.; vulcanized hard rubber construction; light proof mushroom cover. Price, $8.25.

MFR., Elkay Photo Products, Inc.

FEDCO ADJUSTABLE

Takes film sizes from 35 mm to No. 116; daylight; adjustable; bakelite construction. Price, $2.75 plus tax.

FEDCO SHEET FILM

Sheet film; 2¼x2¼ to 2¼x3½ inches; adjustable; capacity of 12 sheet films; bakelite construction; reel fits most roll film tanks. Price, $3.50, including tax.

FEDCO ADJUSTABLE SHEET FILM

Sheet film, filmpacks; from 2¼x2¼ to 4x5 inches; adjustable; daylight; capacity of 12 sheets; bakelite construction; loading device. Price, $6.95, including tax.

MFR., Fedco Products.

FR 35 mm TANK

Roll film 35 mm; capacity 36 exposures; liquid capacity 16 oz.; daylight; bakelite construction; built-in thermometer well; unreeling prevention device. Price, $4.75, including tax.

FR ADJUSTABLE CUT-FILM-PACK TANK

Sheet film and filmpacks, 4½x6 cm to 4x5 inches; capacity for 12 films; adjustable; daylight; plastic construction; liquid capacity 52 oz. Price, $10.50, including tax.

FR ADJUSTABLE ROLL FILM TANK MODEL C

Takes rolls from 35 mm to No. 116; adjustable; daylight; liquid capacity 28 oz.; bakelite construction; built-in thermometer well; unreeling prevention device. Price, $5.95, including tax. Double flange for developing 2 rolls of 35 mm available as accessory.

FR SPECIAL MODEL 2

Takes rolls from 35 mm to No. 116; adjustable; daylight; liquid capacity

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MFR., The FR Corp.

HOLLYWOOD ROLLFILM TANK

Takes rolls from 35 mm to No. 116; adjustable; daylight; stainless steel construction; extra flange available for developing 2 rolls of 35 mm at one time; adapted for Ansco Color or Ektachrome. Price, $7.95, including tax.

HOLLYWOOD CUTFILM TANK

Sheet film; 2½x2½ to 4x5; takes 18 hangers; liquid capacity 2½ qt.; darkroom type; plastic construction; notched lip for hanger separation. Price, $2.65.
MFR., Schoen Products Co.

KINOPLEX

35-mm rolls; darkroom loading; daylight developing; takes up to 36-exp. rolls; liquid capacity 11 oz.; not adjustable; all bakelite construction; agitation by horizontal and vertical movement. Price, $3.15.
DIST., Mimosa-American Corp.

KODACRAFT ROLL FILM TANK

Takes rolls from 127 to 616-116; daylight type; plastic construction; loading by acetate aprons supplied for film sizes. Price, $2.95 including tax.

KODAK DAY-LOAD TANK

For 35 mm developing; exposed film transferred to reel in daylight; stainless steel and plastic construction; internal cut-off knife; magazine chamber and top form unit. Price, $9.85.

KODAK HARD RUBBER TANK

Sheet film or plates 4x5 inches; open type; up to 6 films in hangers; liquid capacity ½ gal.; floating lid. Price, $2.65. Available in 5x7 inch size, $3.45; 8x10 size, $10.
MFR., Eastman Kodak Co.

LEITZ CORREX

35 mm; takes 6 feet of film; liquid capacity 17 oz., bakelite construction; bakelite reel; accommodates two films back-to-back; available accessories include agitators. Price, $10.50.
MFR., E. Leitz, Inc.

LOADOMAT 20

Takes rolls No. 120 and No. 620; daylight type; liquid capacity 12 oz.; stainless steel and bakelite construction; automatic loading; hands never touch film; recommended for color work. Price, $12.32, including tax.
MFR., Prime Photo Products, Inc.

MICRO RECORD D10 DEVELOPING TANK

8-mm to 35-mm roll film; daylight type; takes up to 200 ft.; liquid capacity up to 2 qts.; plastic construction; motor driven; automatic; portable, accessories include reels, rubber hose, transparent tank. Price, $129.

MICRO RECORD D20 DEVELOPING TANK

35-mm and 70-mm roll film; daylight type; takes up to 100 ft.; liquid capacity up to 3 qts., plastic construction; motor driven; automatic, portable, accessories include reels, rubber hose, transparent tank. Price, $237.
MFR., Micro Record Corp.

MINOX

Takes Minox 9.5-mm film; daylight type; plastic construction; liquid capacity 1 oz. Price, $8.85, plus tax. Agitator-thermometer, $.60.
DIST., Minox, Inc.

MORSE 5x7

Takes sheet film sizes from 3¼x4¼ to 5x7 inches; capacity of 6 films; liquid capacity ½ gal.; darkroom type; hard rubber construction. Price, $3, plus tax.

Model available with same characteristics except has capacity for 16 films; liquid capacity 2 gals. Price, $6.36, plus tax.

MORSE G-3 DEVELOPER

Takes rolls from 16 to 35 mm; capacity 100 feet; adjustable; daylight type; liquid capacity 3 pts.; bakelite construction; stainless steel reels; for either negative or reversal processing; automatic agitation; for black-and-white, or color. Price, $22.50, plus tax.

MORSE M-70 COLOR FILM PROCESSING OUTFIT

Takes sheet film 3¼x4¼ to 5x7 inches; capacity for 6 films; darkroom type; liquid capacity ½ gal.; stainless steel water jackets with splash guards; thermometer well; 3 sizes for accommodating from three to eight hard rubber tanks with floating covers; water circulation; portable. Prices range from $52.50 to $110, plus tax.

MORSE 507 DAYLIGHT DEVELOPING OUTFIT

Takes sheet film 3¼x4¼ to 5x7 inches; capacity for 16 films; daylight type; stainless steel and hard rubber construction; includes light-tight film holder and lid; 3 solution tanks; 2 floating covers; no handling of film loading until drying. Price, $42.50 plus tax.

MORSE M-10 AUTOMATIC

Takes rolls from 35 mm to 9½ inch size widths; adjustable; capacity from 5 to 200 feet; darkroom type; stainless steel construction; motor-driven; automatic reversing. Price, $175 plus tax.
MFR., The Morse Instrument Co.

NIKOR

Stainless steel tank for roll film; daylight type; not adjustable.
No. 1 for size No. 127 (1⅝x1⅝ to 1⅝x2½); 16 oz. maximum capacity; $8.50, including tax.
No. 2 for size No. 120 (1⅝x2¼ to 2¼x3¼); 16 oz. maximum capacity; $8.50, including tax.
No. 4 for size No. 116 (2x2½ to 2½x4½); 16 oz. maximum capacity; $8.50, including tax.
No. 5 for size No. 122 (3¼x4¼ to 3¼x5½); 20 oz. maximum capacity; $11.65, including tax.
No. 6 for size No. 118; 20 oz. capacity; $11.65, including tax.
No. 33 for two 35 mm rolls; 16 oz. maximum capacity; $11.85, inc. tax.
No. 35 for one 35 mm roll; 8 oz. maximum capacity; $7.50, inc. tax.

NIKOR ADJUSTABLE FILMPACK AND SHEET FILM TANK

Stainless steel daylight developing tank with capacity of 12 films in sizes from 2¼x3¼ to 4x5 inches; liquid capacity 36 oz.; adjustable film cage. Price, $16.50.
DIST., Burleigh Brooks Co.

PHOTAX

Rollfilm, 35-mm to No. 116; adjustable; daylight type; bakelite construction; bakelite reel; positive locking film spiral on reel; liquid capacity 16 oz. Price, $4.95, inc. tax.

PHOTAX FILM DEVELOPING TROUGH

For rollfilm, 35-mm to No. 116; adjustable; open type; plastic construction; hard rubber loader; capacity of 1 roll; liquid capacity 8 oz. Price, $1.49, inc. tax.
DIST., General Photographic Supply Co.

PRICE MONOTANK 45

Sheet film, filmpacks, or plates, up to 4x5 inches; daylight type; up to 12 films; liquid capacity 2 qts.; plastics construction; can process various sizes of film at one time. Price, $5.95, including tax.
MFR., Price Industries Corp.

RADIANT FOUR IN ONE DEVELOPING TANK

Adjustable; 35-mm to No. 116 rolls; darkroom type; bakelite construction. Screw type cover; multi-roll capacity. Price, $4.40, including tax.
MFR., Radiant Specialty Corp.

REELRITE DEVELOPING TANK

35-mm to No. 116 rolls; daylight type; liquid capacity 26 oz.; plastic construction; bakelite reel; adjustable; available accessories include transparent reels for color processing. Price, $2.95, plus tax.
MFR., Testrite Instrument Co., Inc.

SUPERB

Takes rolls from 35 mm to No. 116; adjustable; daylight type; plastics construction; positive lock cover; thermometer well; spiral feed reel. Price, $3.10.
DIST., Willoughby's.

SUPER UNIPLEX DAYLIGHT AUTOMAT

Roll film sizes No. 120, No. 620; daylight type; not adjustable; liquid capacity 18 oz.; Allegheny metal construction; bakelite reel; good agitation. Price on request.
DIST., Mimosa-American Corp.

TOWER

Takes rolls from 35 mm to No. 616; adjustable; daylight type; liquid capacity 1 qt.; bakelite construction; locking top. Price, $1.89.
DIST., Sears, Roebuck and Co.

UNIPLEX

Roll film; adjustable from 35-mm to No. 116; capacity to 20 oz.; darkroom loading; daylight developing; bakelite construction; agitation by horizontal and vertical movements; accessories include funnel. Price $3.45.
DIST., Mimosa-American Corp.

WATSON

For 35 mm roll film only; daylight type; stainless steel construction; bakelite reel. Price, $3.50, plus tax.
MFR., Burke & James, Inc.

WOLFF DEEP TANK

For rolls from 8 mm to No. 116, sheet film, filmpacks, and plates; daylight type; capacity for 1 roll or 15 sheets of film; liquid capacity 28 oz.; hard rubber construction. Price, $6.85. Sheet film holders and washer available as accessories.

WOLFF SUPER

Takes rolls from 8 mm to 5" widths; takes sheet film and film packs from 2¼x3¼ to 5x7; liquid capacity ½ gal.; no adjustments required; daylight type; takes up to 15 sheets of film; for reversal or negative processing; can develop various roll sizes at one time; also more than one size of sheet film at one time; loads wet or dry; hard rubber construction. Price, $12.50 plus tax.
MFR., Wolff Mfg. Co.

YANKEE ADJUSTABLE ROLL FILM TANK

Takes rolls from 35mm to No. 116; adjustable; daylight type; liquid capacity from 16 to 26 oz.; bakelite construction; engraved capacity chart on cover; thermometer well; wet or dry loading. Price, $4.34 including tax.

YANKEE ADJUSTABLE CUT PACK FILM AGITANK

Takes sheet film or filmpacks from 2¼x3¼ to 4x5; adjustable; daylight type; liquid capacity from 36 to 55 oz.; capacity for 12 sheets of film; reverse curve grooves; agitation projections under tank; solution capacity chart on cover. Price, $7.90 including tax.

YANKEE CLIPPER ROLL FILM TANK

Takes rolls from 35 mm to No. 116; adjustable; daylight type; liquid capacity from 8 to 16 oz.; plastic construction; capacity chart on cover; wet or dry loading. Price, $2.95 including tax.

YANKEE UTILITY TANK

Takes sheet film or filmpacks from 2¼x3¼ to 4x5; darkroom type; liquid capacity 32 oz.; takes 12 films in hangers; bakelite construction. Price, $2.50 including tax.
MFR., Windman Brothers.

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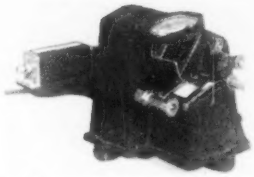
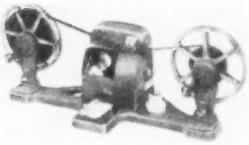
ADVANCE CINE



A.C.E. Rotary Viewer. For 35 mm; all-metal construction; manual and electrical operation; permits viewing of film between rewinds; forward or backward, at rewinding speed; has oil-less bearings; magnifier gives undistorted viewing; frame counter. Price, $145.

MFR. Advance Cine Equipment.

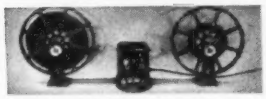
BAIA



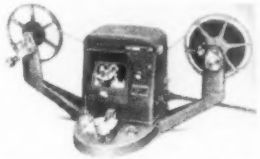
Baia Editor. For 8 or 16 mm; all-metal construction; manual operation; in combination with splicer, viewer, and 2 rewinds; action-type viewer; self threading. Prices, 8-mm std. model $42.50; Deluxe, $54.50; 16-mm std., $42.50; Deluxe, $59.50.

MFR. Baia Motion Picture Engineering, Inc.

BELL & HOWELL



Filmotion Editor 16 mm. For 16 mm; all-metal construction; manual operation; in combination with splicer, viewer, and 2 rewinds; Viewer has groundglass with magnifying lens; diagonal splice; 2-speed geared rewinds with brake; frame identification device; gives brilliant, miniature movies on 3x2½" screen. Price, $156.95. Case available as accessory.

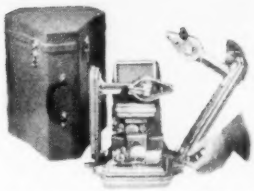


Filmotion Editor 8 mm. For 8 mm; all-metal construction; manual operation; in combination with splicer, viewer, and two rewinds; viewer has groundglass with magnifying lens; diagonal splice, geared rewinds; gives miniature movies, 2¼x1¾" screen. Price, $122.50. Case available as accessory.

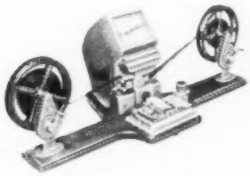
MFR. Bell & Howell Co.

CRAIG

Craig "Fold-Away" Projecto-Editor. All-metal construction; manual



and electrical operation; in combination with splicer, viewer, and 2 rewinds; electric illumination viewer; flickerless action editing on 3¼x4¼" screen; matched light equal to normal home projection; features folding arms which permit storage in compact luggage-type carrying case; available in 8 or 16 mm combinations. Prices from $76.50 to $91.50; folding base only, $12.50; carrying case only, $17.50. All new Projecto-Editors can be converted to folding models.



Craig 8 and 16 mm Projecto-Editors. Similar to above model, but without folding baseboard, wood and model construction. Price, 8 or 16 mm viewer only, $47.50. 8-mm Combination: Model E811 with Junior 400-ft. rewinds and Junior splicer, $57.50; Model E821 with Junior rewinds and Senior splicer, $65; Model E822 with Senior 400-ft. rewinds and Senior splicer, $69.50. 16 mm Combinations: Model E1622 with Senior rewinds and Senior splicer, $69.50; Model E1623 with Master 2000-ft. rewinds and Senior splicer, $71.50.

Craig Rewind Combinations. Available in 3 models: Craig Junior Combination with Craig Junior rewinds, 400-ft. Craig Junior splicer, film cement, water container on wood base; price, $10.50. Craig Senior Combination for 8 or 16 mm; includes Senior splicer, Senior rewinds, brake for speed and tension control, mounted on wood base. Price, $25.50. Craig Master Combination for 8 or 16 mm; similar to Senior Combination but with Master rewinds for 2000-ft. reels. Price, $27.50.

MFR., The Kalart Co.

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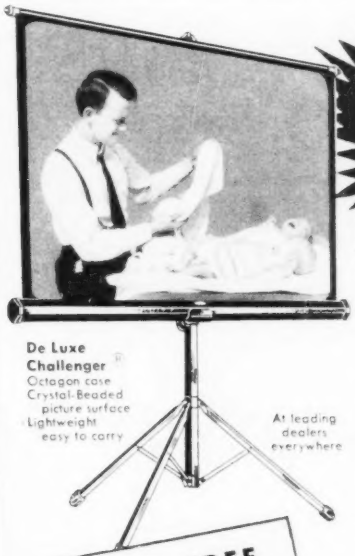

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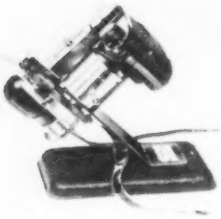
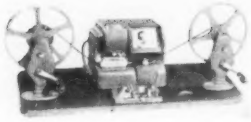


individual frames; selected frame locks into place; no cutting or splicing; unit adjustable to users' vision; Model 8A for 8 mm film; Model 16A for 16 mm film. Price of each, $22.50 including tax.

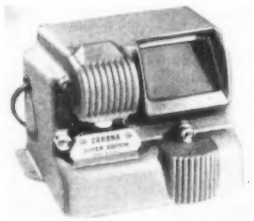
MFR., Federal Mfg. & Eng. Corp.

CORONA

Corona President Editor. For 8 and 16 mm; all-metal construction; manual operation; in combination with splicer, 2 800-ft. rewinds and viewer; has interchangeable optical system for 8 or 16 mm; notching device marks film frame viewed; framing device; cooling system; prism operated; 75-watt lamp; has collapsible mounting board; with case available as an accessory. Price, $97.75 with 16 mm optical mechanism; $94.50 with 8 mm optical mechanism. Price of case, $17.



Corona Super Editor. For 8 or 16 mm; aluminum construction; prism operated; manual operation; in combination with 2 rewinds, splicer, and viewer. Price, $49.50 for 16 mm; $47.95 for 8 mm.



Corona Super Viewer. For 8 or 16 mm; manual operation; prism operated; aluminum construction. Price, $32.50 for 8 mm; $33.95 for 16 mm.

Corona Film Cleaner and Preserver. Can be permanently attached to the President Dual Editor or with any rewinds and projectors; interchangeable wiper blades squeeze excess fluid from film; chromium plated. Price, $7.95. Accessories include extra wipers, 25 cents each; 6-oz. bottles of fluid, 55 cents.

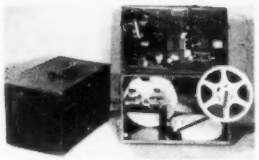
Corona Splicer - Cleaner - Rewind Combination. For 8 and 16 mm; wood and metal construction; manual operation; standard splicer, 2 800-ft. rewinds, Cleaner & Preserver unit; mounted on walnut-finished board. Price, $24.75.

Rewind and Standard Splicer Combination. For 8 and 16 mm; standard splicer; 2 800-ft. rewinds; mounted on 24-inch board. Price, $16.95.

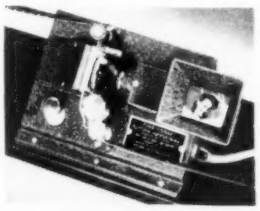
MFR. Photographic Industries Corp.

KODAK

Cine-Kodak Senior Editor. For 8 and 16 mm; wood and metal construction; manual operation; in combination with Cine-Kodak Senior splicer, and 2 rewinds; combination mounted on hardwood base. Price, $37.50 including film cement, including F.E.T. Accessories include Cine-Kodak Editing Viewer, 8 or 16 mm.



Cine-Kodak Editing Kit. Available in 2 styles, for 8 or 16 mm; complete editing "work bench" in luggage-type carrying case 14-in. wide; includes rewinds, Cine-Kodak Editing Viewer and Senior splicer positioned for accessibility and working convenience; trays for film strips and space for reels and can provided. Price, either 8 or 16 mm, $85 including tax.



Cine-Kodak Editing Viewer. Two models, for either 8 or 16 mm; metal base; gives illuminated, magnified view; metal base for mounting on any horizontal rewind board; marking device makes harmless nick on edge of film; operates 100-125 volts. Price, either 8 or 16 mm, $27.50 including tax.

MFR., Eastman Kodak Co.

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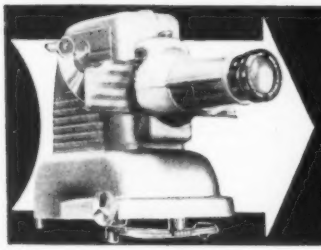

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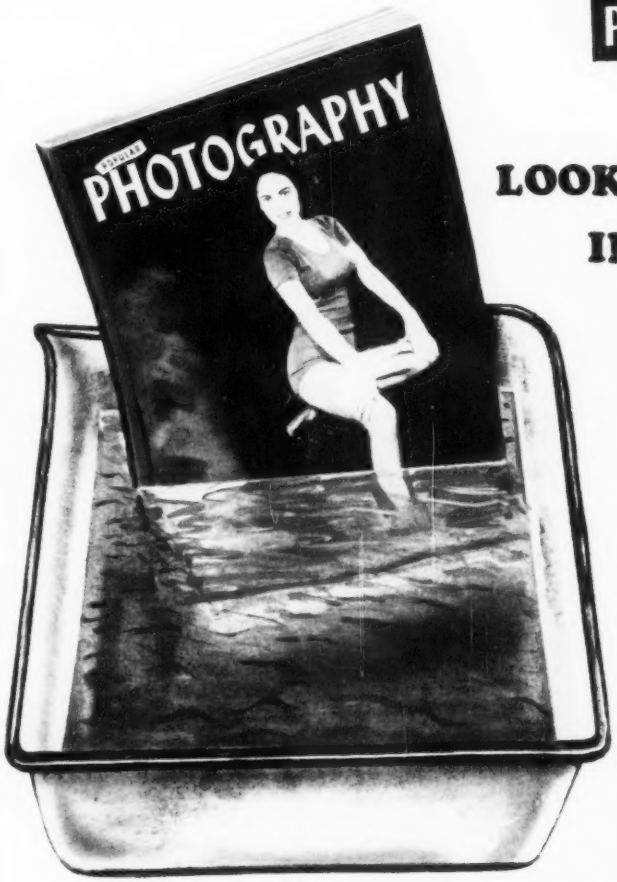

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MANSFIELD

Mansfield Senior Editor 800. For 8 mm; all-metal construction; manual operation; complete with splicer, 2 rewinds and viewer; uses 6-watt lamp. Price, $25.95, inc. tax.

Mansfield Junior Editor. For 8 and 16 mm; wood and metal construction; in combination with 2 horizontal rewinds, splicer, and reflex-type viewer; non-electric, for use in artificial or daylight; rubber bumpers on base; takes up to 2000 ft. reels. Price, with Junior splicer, $7.50; with Auto splicer, $10.95.

MFR., Mansfield Industries, Inc.

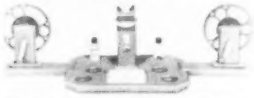
MARKS

Crest Film Viewer and Splicer. Two models for use with 8 or 16 mm; ball bearing focusing lens mount; on-off switch; all-metal construction; splicer has external scraper. Price, complete with cord, lamp and bottles, $9.95.

Marks Movie Viewer. For 8 and 16 mm; focusing lens; manual operation; provisions for mounting on rewind board; all-metal construction; 10-watt frosted lamp; 6 ft. cord. Price, $5.95.

MFR., Howard B. Marks Co.

MOSTOW



Da-Brite Movie Editor. Models for 8 and 16 mm; all-metal construction; manual operation; in combination with 2 Da-Brite rewinds, Standard splicer, and Da-Brite Movie viewer; built-in notcher; rewind board folds to make compact unit; carrying handle; film cement. Price, $16.95.

Da-Brite Movie Viewer. Models for 8 and 16 mm; all-metal construction; built-in notching device; adjustable focus magnifying lens; rolled edge film guide; off-on switch; lamp and cord. Price, $5.95.

DIST., Mostow Co.

MICO

Mico Film Editor. For 8 and 16 mm; can be changed from one size to the other; all-metal construction; large viewing screen; electrical operation; notching device marks film above frame to be cut for splicing. Price, $15.95.

MFR., Mico Photo Products.

MOVIECRAFT

Movie-Still. Unit used in conjunction with still camera to enlarge movie frames; recommended for cameras using No. 120 or 116 size including reflex cameras; on 116 size film unit produces 1½x2 negative; on 120, 1-9/16x1-1/6 negative; device fits over camera lens while exposure is made; user can see enlarged view of selected frame before exposure; no cutting or splicing of film; for 8 and 16 mm. Price, $5.95 including tax.

MFR., The Moviecraft Co.

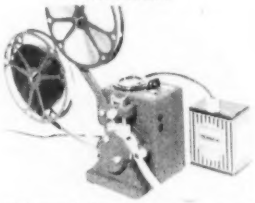
NEUMADE

Neumade Editing Board No. 1. For 16 mm; combination of Griswold HM-6 Splicer and cement, and 2 Neumade RW-1 rewinds with 2000 ft. reel capacity; mounted white enamel wood panel, 40x13, with felt bottom and rubber feet. Price on request.

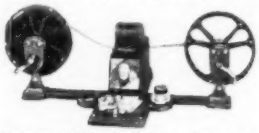
Power Rewind Assembly PD-1. For 16 mm; white enameled wood base, 40x13; for electrical operation, in combination with splicer, measuring machine, synchronizer, etc.; left-hand unit geared with instant stop arm-brake; speed of power unit controlled with foot rheostat; slip clutch provides protection against cinching; fan-cooled motor; heavy-duty rewinds having 2000 ft. reel capacity. Price on request.

DIST., Neumade Products Corp.

SCHOEN



Hollywood Jr. Printer. For 8 and 16 mm; sound and silent; color, black-and-white; motor drive; cast aluminum housing; graduated exposure meter for controlling light density; dial control allows presetting to desired density; film capacity, 400 ft.; 5-volt printing lamp; printing head has separate apertures for 16-mm printing from sound print, 16-mm sound track alone, 16-mm picture and sound together, 16-mm picture alone or 8-mm picture; operates 100-120 volts a-c; printing light powered by standard 7½-volt dry-cell battery. Price, $175 including tax.



Hollywood Movie Editor. For 8 and 16 mm; all-metal construction; manual operation; in combination with Hollywood splicer, Hollywood rewinds, and viewer, which has large projection on ground-glass screen. Price, including extra 8-mm gate, $27.95 including tax.

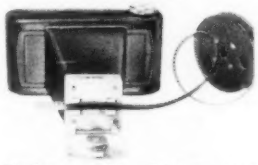
MFR., Schoen Products Co.

SUPERIOR

Cine Printer. For 8 and 16 mm; negative, positive, and color films; motor drive; all-metal construction; viewing window for visual printing control; 11 light adjustments for printing control; light powered by dry cell; film capacity, 400 ft.; operates 100-120 volts a-c; prints at rate of 20 ft. per minute. Price, $75.75 including tax.

MFR., Superior Bulk Film Co.

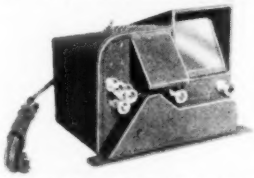
TESTRITE



Cinelarger 8-16. Enlarges movie frame on No. 620 film; roll of still film developed and printed in regular manner; used in conjunction with No. 2 floodlamp; no cutting or splicing; built-in lens and shutter. Price, for either 8 or 16 mm model, $13.95 plus tax.

MFR., Testrite Instrument Co., Inc.

U. S. PHOTOGRAPHIC



Kaydee Movie-Action Editor. For 8 or 16 mm; manual operation; electrical illumination; 3x4 viewing screen; all-metal construction; ventilation provision; can be mounted on rewind board; off-on switch. Price, less lamp, $29.95.

MFR., U. S. Photographic Equipment Corp.

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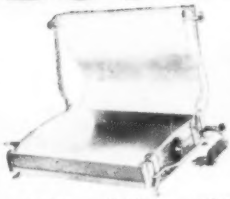

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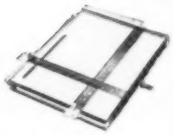

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MFR., A-to-Z Movie Accessories.

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PM Movie Titler. For 8 and 16-mm cameras; all-metal construction; full size titler with built-in lights; professional attachments; 36" overall length; 9x12" titling board with interchangeable ground and clear glass; provisions for running titles, flips, zooms, scrolls, rolls, double exposures; tabletop photography; permits full size letters and character. Price, including copying lens, universal camera base, reflector, sockets, and cords, $39.50 plus tax.
DIST., Arel, Inc.

BARDWELL & McALISTER

Mult-Efex Titler. Two models for 8 and 16-mm cameras; the only difference is the diopter size of the auxiliary lens on the 16 mm model; makes zooms, scrolls, rolls, flip-flops, swing - forward - and - back, swing around, wipes, and other titles; for trick effects and split screens; equipped with Mult-Efex Aligner for centering of titles and small objects; all-metal construction. Price on request.
MFR., Bardwell & McAlister, Inc.

BOLEX

Bolex Cine Titler. For 8 and 16-mm movie cameras; all-metal construc-

tion; traveling camera cradle and rack-over fitted with full adjusting stops for any camera; center-bar 24 inches long; adjustable twin lamps; will accept wide range of Bolex titling drums, roller screens, flip-flaps, turn-tables, rear projection screens, and illuminated holders for color transparencies; can also be used as copying stand for still cameras, and as optical bench. Price, $180.25.
DIST., Paillard Products, Inc.

DEJUR

Title Camera Stand EPC. For 8 and 16-mm cameras; wood and metal construction; can be used with still cam-

eras; vertical-type titler; handles title sizes from 3x4 to 15x20; counterbalanced camera support; lights with flexible supports; large baseboard; camera support. Price, $46.85 including tax. Available without lights if desired.
MFR., DeJur-Amsco Corp.

GOERZ

Goerz Effect and Title Device. For 8 and 16-mm cameras; wood and metal construction; focusing scope is mounted next to camera; has magnifying eyepiece; masked groundglass for correct focusing; vignetting device adjustable up or down; fits over large aperture of f/1.5 lenses; includes filter holder, mask box, book-style paper carrier, movable title standard; base slide for holding camera, and title attachment with long rods. Price, $183.50.
MFR., C. P. Goerz American Optical Co.

HOLLYWOOD CINE

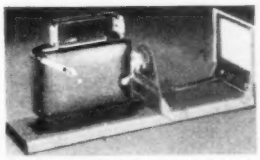
Master Titler. For 8 and 16-mm cameras; all-metal construction; au-

tomatic alignment when camera is locked into position on the camera base; tailored camera base; covers areas from 4 inches to 40 inches from the camera lens; includes track, title holder, lens holder, 12 auxiliary lens; camera base, tripod plate, centering disc, centering target, lens spring, and instruction booklet. Price, $11.10, plus tax. Accessories include Titltrix, for trick and effect shots, $5.50 plus tax; Titlites, for lighting title area, $5.50 plus tax; Titlettes, metal letters, Titlkit, kit of scenes, and Titliner E for aligning titles, $5.56 including tax.
MFR., Hollywood Cine Products.

KELSEY

Excelsior Printing Press. For 8 and 16-mm use; all-metal machine uses regular printer's type and regular printer's cuts; complete with type ink and all accessories for printing titles. Price, $38.56 and up. Accessories include variety of type styles, cuts, fancy borders, etc.
MFR., The Kelsey Co.

KODAK

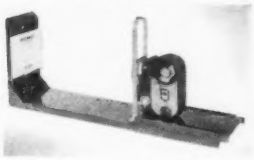


Cine-Kodak Titler. For 8 and 16-mm cameras; all-metal construction; designed for all Cine-Kodak cameras except Model A and Special; package of title cards included; base, easel centering guide, 5¾" supplementary lens. Price, $7.50, plus tax. Accessories available include titler base for Magazine 8 camera, and tripod-titler base for Magazine 16 camera.
MFR., Eastman Kodak Co.

NATIONAL CINEMA SERVICE

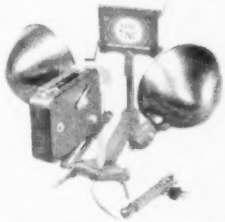
Auto Sight Movie Titler. For 8 and 16-mm cameras; all-metal construction; automatic centering and focus; complete with title cards, art backgrounds, and instructions. Price, $10.95, inc. tax.
MFR., National Cinema Service

MANSFIELD



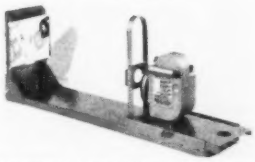
Mansfield Combination 8-16. For 8 and 16-mm cameras; all-metal construction; alignment target; auxiliary lens mounted in vertical column; folds for storage. Price, $6.95.
MFR., Mansfield Industries, Inc.

PHOTO MATERIALS



Premier Titler Model WL. For 8 and 16-mm cameras; all-metal construction; consists of flat camera mount; centering device; alignment target; 8-inch supplementary lens; lens standard; hinged camera bracket; standard flat, metal base; for zooms, wipes, rolls, and all special effect; 2 lights permanently mounted to unit. Price, $14.95 plus tax. MODEL ML, same as above but without lights, $8.95 plus tax.
MFR., Photo Materials Co.

SUPERIOR



Universal Cine Titler. For 8 and 16-mm cameras; all-metal construction; can be used vertically or horizontally; 4x5 field; supplementary lens; instruction booklet on titling. Price, $5.95 including tax. Accessories include light unit consisting of 2 reflectors for No. 1 floodlamps, arm, and 6-ft. cord, $3.75.
DIST., Superior Bulk Film Co.

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Developer	Dev. time @ 72° F	Grain	Gamma
S-35	9 min.	finest	0.74
Gold-XX	9 min.	very fine	0.74
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Press	2 min.	fine	1.0
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Four Minutes in Closed Tanks. No Agitation. Fine Grain.

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Particularly desirable where extreme contrast is desired. Excellent for X-Ray Laboratory and Research Photography, and for Photo-Engravers.
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QUALITY—FINE GRAIN—SHARP OUTLINE—SHADOW AND HIGHLIGHT DETAIL—LONG LIFE.
ECONOMY—VON-L develops more than 10,000 square inches of film per gallon without replenisher. Keeps INDEFINITELY.

MON-BLANC CHEMICAL CO., Fort Wayne 3, Ind.

AMATEUR FILM REFERENCE CHART

This convenient film chart has been prepared to assist the camera owner in quickly finding information relative to certain films which he may use. It is not intended as a comparison of the products of one manufacturer with those of another. A careful reading of the Notes on Films (see page 184) is essential to a full understanding of this information. Film speeds are given only in ASA exposure index numbers and Weston numbers, the rating systems used with exposure meters now being manufactured in the United States.

FILM	TYPE	ASA EXPOSURE INDEX (h)		WESTON SPEEDS** (Weston's Figures)		SPECIAL CHARACTERISTICS, USES, ETC.	FILTER FACTORS: Light Yellow K-1		Medium Yellow K-2		Orange G		Red A		Light Green X-1		Dark Green X-2	
		DAY	TUNG.	DAY	TUNG.		D.	T.	D.	T.	D.	T.	D.	T.	D.	T.	D.	T.
ANKEN																		
ROLL FILM																		
ANKEN	ORTHO			50	32	Good Resolution; for General Amateur Use	2		2									
ANSCO																		
35-mm SPOOLS																		
(g) ULTRA-SPEED PANCHROMATIC	PAN	100	64	100	64	Extremely Fast; for Unfavorable Light	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
(g) SUPREME	PAN	50	32	50	32	Very Fast; Fine Grain; Fully Color Sens	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
(g) ANSCO COLOR DAYLIGHT	COLOR	12	3§	10	2(h)§	Positive Color Trans.; Can be Processed by User;												
(g) ANSCO COLOR TUNGSTEN	COLOR	12§	12	10(h)§	10	Screenless, Practically Grainless												
ROLL FILM & FILMPACKS																		
SUPERPAN PRESS	PAN	125	80	100	64	Extremely Fast; Press; Adverse Lighting												
SUPREME	PAN	50	32	50	32	Medium Speed; Fine Grain; General Work	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
(d) PLENACHROME	ORTHO	50	25	50	32	General Outdoor Work; Wide Exposure Lat.	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
(d) ANSCO COLOR DAYLIGHT	COLOR	12		10		Positive Color Trans.; Can be Processed by User;	2	1.5	3	2	6	4			4	3	5	4
(d) ANSCO COLOR TUNGSTEN	COLOR		12		10	Screenless; Practically Grainless; 120 & 620 Only												
SHEET FILM																		
TRIPLE S PAN	PAN	200	160	200	125	Extreme Speed; for Press, Portraits, Etc.	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
SUPERPAN PRESS	PAN	125	80	100	64	High Speed; for Press, Indoors, Action	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
ISOPAN	PAN	50	32	50	32	Medium Speed; Fine Grain; Good Contrast	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
SUPERPAN PORTRAIT	PAN	50	32	50	32	Medium Speed; Fully Color Sens.; Mod. Grain	1.5	1.5	2	1.5	3	2	8	5	4	3	5	4
TRIPLE S ORTHO	ORTHO	125	64	100	64	High Speed; Wide Latitude; Portrait, Comm.	2	1.5	3	2	6	4			4	3	5	4
COMMERCIAL ORTHO	ORTHO	25	12	24	16	Fine Grain; for Copy, Commercial, General	2	1	3	2	6	4			4	3	5	4
ANSCO COLOR DAYLIGHT	COLOR	10		8		See Roll Film												
ANSCO COLOR TUNGSTEN	COLOR		10		8	See Roll Film												
COMMERCIAL	BL. SENS.	25	6	24	8	Mod. Speed; Non-Color Sens.; Copying												
PROCESS	BL. SENS.		6	12	4	High Contrast; Line Copy, Etc.												
DASSONVILLE																		
SHEET FILM																		
DASSONVILLE PANCHROMATIC	PAN			50(h)	32(h)	Medium Speed; Portraiture, Pictorial Work	2		2									
DOVER																		
35-mm CART. (a); ROLL, PACK, & SHEET FILM																		
DOVER	PAN	80	64	80(h)	64(h)	Medium Speed; Fine Grain; Wide Latitude	1.5		2		3		4		4			
DUFAY-CHROMEX																		
DISTS: Continental Photographic Laboratories; General Photographic Supply Co.																		
35-mm SPOOLS																		
DUFAYCOLOR (D2 Standard)	COLOR	8	4§	6(h)	3(h)§	Positive Color Trans.; Can be Processed by User; Additive Micro Screen Type												
ROLL FILM																		
DUFAY ORTHO	ORTHO	50	25	40(h)	(24h)	High Speed Ortho; General Purpose	2	2.5	3	3.5								
DUFAY PAN	PAN	50	32	40(h)	(24h)	Fine Grain; Med. Speed; Wide Latitude	2	2	3	3	3	2	8	4	5	4		
DUFAYCOLOR (D2 Standard)	COLOR	8	4§	6(h)	(3h)§	Positive Color Trans.; Can be Processed by User; Additive Micro Screen Type												
SHEET FILM																		
DUFAYCOLOR (D2 Standard)	COLOR	8	4§	6(h)	3(h)§	For Portraiture & General Commercial Repro. in color												
DUFAYCOLOR (D4 Process Medium)	COLOR	6	2	4(h)	5(h)§	High Contrast; General Commercial Repro. in color												
DU PONT							(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)
SHEET FILM																		
HIGH SPEED PAN—TYPE 428	PAN	160	125	125(h)	100(h)	All Purpose; Medium Grain; Extra Fast	1.2	1.2	1.5	1.5	2.5	2	6	4	4	3.5	1.8	1.5
ARROW PAN	PAN	160	125	100	64	High Speed; Press and Commercial	1.2	1.1	1.5	1.3	1.8	1.2	4.3	3	4	3		
X-F PAN	PAN	64	40	50	32	For General Use; Fully Color Sensitive	1.5	1.3	2	1.5	3	1.8	9	4.5	4	3		
ORTHO-7	ORTHO	64	32	100	64	High Speed; Portraiture, Press, Etc.	1.7	1.5	4	2	5	3			4.5	3		
X-F ORTHO	ORTHO	64	32	50	16	Extra Fast; Portraiture, Flash, News	1.7	1.5	4	2	5	3			4.5	3		
FINE GRAIN PAN	PAN	32	20	24	16	Medium Speed; Fine Grain; Wide Latitude	1.3	1.2	1.8	1.5	2.6	2.2	9.5	4.5	4.5	3		
PROCESS PAN	PAN	16	10	12	8	High Contrast, for All Copy Work	1.6	1.2	1.8	1.5	2.4	1.8	8.2	4.5	4.5	6		
COMMERCIAL	BL. SENS.	24	6	24	8	Clear Brilliant Gradation; for Comm. & Copy	4	3	12	9								
EASTMAN																		
35-mm SPOOLS; BANTAM (828) ROLLS																		
(g) KODAK SUPER-XX PANCHROMATIC	PAN	100	80	100	64	Type B Pan; for Indoor-Outdoor; High Speed	1.5	1.5	2	1.5	3	2	8	4	4	3		

COMMERCIAL	BL. SENS.	24	6	24	8	Clear Brilliant Gradation; for Contact & Proj.																

EASTMAN

35-mm SPOOLS; BANTAM (828) ROLLS																						
(z)(a) KODAK SUPER-XX PANCHROMATIC	PAN	100	80	100	64	Type B Pan; for Indoor-Outdoor; High Speed	1.5	1.5	2	1.5	3	2	8	4	4	3						
(z)(a) KODAK PLUS-X PANCHROMATIC	PAN	50	40	50	32	Fine Grain; Gen'l Miniature Work; Type B	1.5	1.5	2	1.5	3	2	8	4	4	3						
(z) KODACHROME DAYLIGHT TYPE	COLOR	10	4§	8	3§	Color Transparency; Screenless, Practically Grainless; Processed by Mfr.; for Projection																
(z) KODACHROME TYPE A	COLOR	10§	16	8§	12																	
(a) KODAK INFRARED	BL. & I. R.		20(b)		8(b)	Use with Red Filter; Unusual Effects																
v(a) KODAK MICRO-FILE	PAN		3(c)		2.5(c)	Copy Books, Newspapers, Letters, Etc.				1.5		2		6								
ROLL FILM & FILM PACKS																						
KODAK SUPER-XX PANCHROMATIC	PAN	100	80	100	64	High Speed; Type B; Poor Light and Indoors	1.5	1.5	2	1.5	3	2	8	4	4	3						
KODAK PLUS-X PANCHROMATIC	PAN	50	40	50	32	Fine Grain; Wide Latitude; General Use	1.5	1.5	2	1.5	3	2	8	4	4	3						
(d) KODAK VERICHROME	ORTHO	50	25	50	32	High Speed Ortho; General Outdoor Use	2	1.5	2.5	2	5	3										
(d) KODACOLOR DAYLIGHT TYPE	COLOR	25		20		For Color Snapshots; for Color Prints																
(d) KODACOLOR TYPE A	COLOR	12§	20			For Color Snapshots; for Color Prints																
(d) KODAK EKTACHROME DAYLIGHT	COLOR	8		6		120 & 620 only; User can Process Transp.																
SHEET FILM																						
KODAK TRI-X PANCHROMATIC	PAN	200	160	200	125	Extreme Speed; Type C; Mod. Contrast, Grain	1.5	1.5	2	1.5	2.5	2	6	3	5	4	6	5				
KODAK SUPER PANCHRO-PRESS TYPE B	PAN	125	100	100	64	Very Fast; for Press, Commercial, Flash	1.5	1.5	2	1.5	3	2	8	4	4	3						
KODAK SUPER-XX PANCHROMATIC	PAN	100	80	100	64	High Speed; Type B; General Use; Color Sep.	1.5	1.5	2	1.5	3	2	8	4	4	3						
KODAK PORTRAIT PANCHROMATIC	PAN	50	32	50	32	Type B; Moderate Speed; Portrait & General	1.5	1.5	2	1.5	3	2	8	4	4	3						
KODAK PANATOMIC-X	PAN	32	25	24	16	Type B; Extreme Fine Grain; General Use	1.5	1.5	2	1.5	3	2	8	4	4	3						
KODAK ORTHO-X	ORTHO	125	64	100	64	Fast Ortho; Portrait, Commercial, Etc.	2	1.5	2.5	2	5	3										
KODAK SUPER ORTHO PRESS	ORTHO	100	50	100	32	Fast Ortho for Press; Commercial; Flash	2	1.5	2.5	2	5	3										
KODAK COMMERCIAL ORTHO	ORTHO	32	10	24	8	Med. Speed; Commercial; Copy	2.5	2	8	4	16	8										
KODAK INFRARED	BL. & I. R.		20(b)		8(b)	See Roll; Haze Penetration, Scientific																
KODAK COMMERCIAL	BL. SENS.	25	6	24	8	Medium Speed; Copy; Commercial	4	3	12	10												
KODAK CONTRAST PROCESS ORTHO	ORTHO		32		8	High Contrast; Copying Line, Printed Matter		1.5		2		4										
KODAK CONTRAST PROCESS PAN	PAN		16		8	High Contrast; Copying Colored Originals				1.5		2.5		5								
KODAK EKTACHROME DAYLIGHT TYPE	COLOR	8		6		Positive Color Transparencies; Can be Processed by User with Processing Kit																
KODAK EKTACHROME TYPE B	COLOR	6(p)	10	5(p)	8																	
KODAK EKTACOLOR	COLOR	5§	8		8(b)	Color Negative Film; Processing Kit Available																
KODAK EKTACOLOR PRINT FILM	COLOR					For Positive Color Transparencies from Ektacolor Negs.																
KODAK MATRIX FILM	BL. SENS.					For Making Color Prints from Color Separation negatives by Kodak Dye Transfer Process																
KODAK PAN MATRIX FILM	PAN					For Making Color Prints from Ektacolor Negatives by Kodak Dye Transfer Process																

GEVAERT

35 mm SPOOLS																						
(a) PANCHROMOSA A.H.	PAN	100	64	50(b)	32(b)	For General Amateur Use; Wide Latitude	1.5		1.5		2		6									
MICROGRAN A.H.	PAN	24	16	24(b)	16(b)	Fine Grain; for Extreme Enlargements	1.5		2(b)													
ROLL FILM																						
PANCHROMOSA A.H.	PAN	100	64	50(b)	32(b)	Fast Pan; for General Use	1.5		1.5		2		6									
SUPERCHROME	ORTHO	50	25	24	12	For General Amateur Use and Outdoors																
GEVAPAN A.H.	PAN	100	64			High Speed Pan																
SHEET FILM																						
PANCHROMOSA A.H.	PAN	100	64	50(b)	32(b)	Fast Pan; General & Studio Use	1.5		1.5		2		6									
GEVAPAN A.H.	PAN	100	64			High Speed for Studio Use																
SUPERCHROME	ORTHO	50	25			Medium Speed Ortho																
NORMAL A.H.	BL. SENS.	12	4			Fine Grain; for Copying & Commercial																

SEARS, ROEBUCK

ROLL FILM																						
TOWER	ORTHO	50	25	50(b)	24(b)	General Outdoor Use; Wide Exposure Lat.	2	1.5	2.5	2	5	3			4	3						

SUPER-TOMIC

Dist.: Super-Tomic Products Co.

35-mm SPOOLS																						
SUPER-TOMIC	PAN	320	250			Super-Speed; Ultra Fine Grain; indoor; outdoor																

WEIMET

35-mm CARTRIDGES																						
GREEN SEAL PANCHROMATIC	PAN	64	40	50(b)	32(b)	Fine Grain; Medium Contrast; General Use	1.5		2		3		8		3		5					
ROLL FILM																						
GREEN SEAL PANCHROMATIC	PAN	64	40	50(b)	32(b)	Same as above	1.5		2		3		8		3		5					
WEIMET COLOR	COLOR	40	16§	32(b)	12§	Processed by Mfr.; Correction Filter Suppl.																
SHEET FILM																						
GREEN SEAL PANCHROMATIC	PAN	64(b)	40(b)	50(b)	32(b)	Fine Grain; Medium Contrast; General Use	1.5		2		3		8		3		5					

NOTES: ASA exposure indices are determined in accordance with a standard procedure set up by the American Standards Association, and are used in calibrating most exposure meters now being made. Where official Weston ratings are given they are supplied by Weston Electrical Instrument Corp.

* Group numbers, representing the mean value of a group of 3 consecutive emulsion speeds.

§ With filter recommended by manufacturer.

(a) Also obtainable in bulk.

(b) With Wratten A (No. 25) filter.

(d) Obtainable in rolls only.

(g) Exact filter factors for sheet films determined for each batch and enclosed with film.

(h) Figures furnished by manufacturer.

(m) For "B" filter.

(n) For C5 filter.

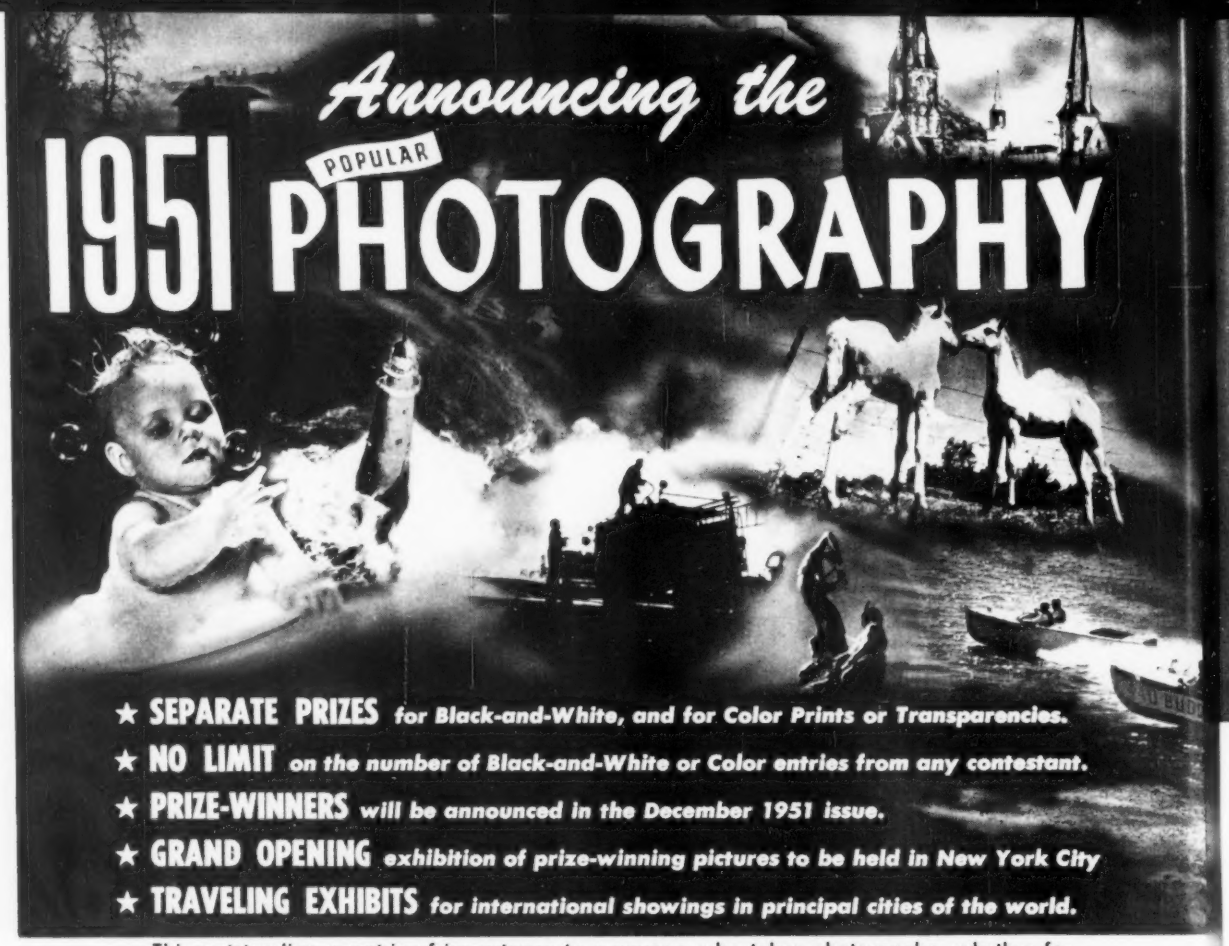
(p) With Wratten 85B filter.

(r) Read meter on white surface placed over copy work.

(x) Without filter.

(y) 35 mm only.

(z) Also available in 20-exposure cartridges.



★ **This outstanding event is of importance to everyone who takes photographs, whether for diversion or as a profession—so send in your best pictures! The Contest closes July 14, 1951.**

RULES OF CONTEST

(1) The Contest is open to all persons, except employees of POPULAR PHOTOGRAPHY, Ziff-Davis Publishing Company, and their families. CONTEST OPENS MARCH 9 AND CLOSES JULY 14, 1951. No entry fee is required.

(2) There will be a Black-and-White Division and a Color Division; each will be judged separately. Any number of black-and-white prints, color prints, or color transparencies may be submitted by any entrant, in conformity with the following regulations: Color prints and or transparencies must be submitted separately from black-and-white entries. There are no restrictions as to subject matter or size, in either Division, although 5x7 or larger prints are preferred. No acknowledgment of receipt of entries will be sent, unless entrants enclose an addressed postal card to be signed and returned.

(3) Prints may be either mounted or unmounted; this is optional with entrants.

(4) Hand-colored black-and-white prints (tinted with oil-paints, water-color, pastel, etc.) are not eligible as Contest entries; however, chemically-toned prints are acceptable.

(5) Pictures which have been published in, or accepted for publication or under consideration by any other photographic magazine, are not eligible. Publication in any other medium does not make prints or color transparencies ineligible.

(6) Each print or transparency must have secured to it a filled-in entry blank as provided here, or facsimile thereof. Please print or type-write the information requested on the blank. Additional entry blanks are obtainable from photo dealers and finishers, or direct from the Contest Editor of POPULAR PHOTOGRAPHY if request is accompanied by a self-addressed and stamped envelope.

(7) All prints and transparencies will be held for judging after July 14, 1951, and no entries will be returned until after announcement of the winners has been published in the December, 1951 issue of POPULAR PHOTOGRAPHY. Pictures which did not win prizes will then be returned as quickly as possible, *provided that self-addressed and stamped envelope, or addressed label and postage,* were contained in the same package in which each lot of entries was sent. *Do not send postage separately for return.* The Contest Editor cannot enter into correspondence of any kind regarding entries.

(8) Prize-winning pictures, including all reproduction and promotional rights, become the exclusive property of POPULAR PHOTOGRAPHY. All entrants who win prizes will be required to furnish original negatives before prizes are given. All prize-winning negatives become the exclusive property of POPULAR PHOTOGRAPHY.

(9) Judges in the Contest will be the editors of POPULAR PHOTOGRAPHY. Their decisions will be final. In the event of a tie, duplicate prizes will be awarded.

(10) Address all entries to Contest Editor, POPULAR PHOTOGRAPHY, 185 North Wabash Avenue, Chicago 1, Illinois. Final entries must be postmarked not later than midnight of July 14, 1951. Prize-winners will be announced in the December, 1951 issue of POPULAR PHOTOGRAPHY. While exercising the utmost care in handling entries, POPULAR PHOTOGRAPHY assumes no responsibility for loss or damage of Contest entries.

(11) Prizes will be United States Savings Bonds, Series E. Values of prizes listed are maturity values of the Bonds. Prize-winners who are not United States citizens will receive, in lieu of Bonds, a check in the amount of the purchase price of the Bond award.

(12) FOREIGN ENTRANTS: The above rules apply to all entries, except that prints and transparencies submitted by persons residing in foreign countries are eligible for consideration only if accompanied by return postage. International Reply Coupons are acceptable as postage.

FINAL CLOSING DATE: JULY 14, 1951

280 PRIZES

	Black-and-White			Color		Total
1st	U. S. Savings Bond... plus Trophy	$2,000	1st	U. S. Savings Bond... plus Trophy	$2,000	$ 4,000
2nd	U. S. Savings Bond... plus Trophy	1,000	2nd	U. S. Savings Bond... plus Trophy	1,000	2,000
3rd	U. S. Savings Bond... plus Trophy	750	3rd	U. S. Savings Bond... plus Trophy	750	1,500
4th	U. S. Savings Bond... plus Plaque	500	4th	U. S. Savings Bond... plus Plaque	500	1,000
5th	U. S. Savings Bond... plus Plaque	250	5th	U. S. Savings Bond... plus Plaque	250	500
50	Prizes, U. S. Savings Bonds, each.....	100	50	Prizes, U. S. Savings Bonds, each.....	100	10,000
70	Prizes, U. S. Savings Bonds, each.....	50				3,500
100	Prizes, U. S. Savings Bonds, each.....	25				2,500
					GRAND TOTAL	$25,000

** In the event of a tie, duplicate prizes will be awarded.*

USE THIS ENTRY BLANK

Each one of your entries must be accompanied by a filled-in entry blank provided here, or a facsimile of it. Your photo dealer or your finisher has additional blanks on hand should you need them; or you can obtain entry blanks from the Contest Editor of POPULAR PHOTOGRAPHY. Your request for more blanks should be accompanied by a self-addressed stamped envelope.

* Values given are maturity values of the bonds. Bonds will be delivered in denominations requested by prize winners. Each prize will be accompanied by a certificate of award suitable for framing. This certificate is printed on fine parchment stock and will bear the hand-lettered name of the winner.

USE THIS ENTRY BLANK (PLEASE PRINT) 1951

Contest Editor, POPULAR PHOTOGRAPHY
185 N. Wabash Ave., Chicago 1, Ill.

Please enter the enclosed picture in the POPULAR PHOTOGRAPHY Picture Contest for 1951.

Name.....

Street.....

Town.....Zone.....State.....

Picture Title.....

Where Made.....

Camera Used.....Lens.....

Exposure: Lens stop.....Shutter Speed.....

Film Used.....Filter.....

Lighting.....Paper.....

Published before in.....

AMATEUR MOVIE FILM CHART

Film Width in mm	FILM NAME	TYPE (Blue Sens., Orthochromatic, Panchromatic, Full Color)	A.S.A. EXPOSURE INDEX Day	A.S.A. EXPOSURE INDEX Tung.	WESTON SPEEDS** (Weston's Figures) Day	WESTON SPEEDS** (Weston's Figures) Tung.	LENGTHS in FEET AND PACKING (D.L. = Daylight Loading; Mag. = Magazines; B = Bulk)	SPECIAL CHARACTERISTICS, FEATURES, AND USES	Processing	POPULAR FILTER FACTORS (Daylight Only)		
	ANSCO									K-2	G	A
16	Hypan Reversible (S)	Pan	40	32	32	24	50, 100, 200, 400 ft. D.L. Rolls	Fine Grain; for General Use; Good Latitude	Free	2	3	8
16	Supreme Negative (S)	Pan	50	32	50	32	100, 200 ft. D.L. Rolls	For Negative Film; Fine Grain; Wide Latitude	Extra	2	3	8
16	Ansco Color Daylight Type (S)	Color	10		8		50, 100, 200 ft. D.L. Rolls	Full Natural Color Film; Screenless; Will be Processed by the Manufacturer	Free			
16	Ansco Color Tungsten Type (S)	Color		12		12	50, 100, 200 ft. D.L. Rolls		Free			
Dbl. 8	Hypan Reversible	Pan	40	32	32	24	25 ft. D.L. Rolls	Fine Grain; Good Latitude; for General Use	Free	2	3	8
	DASSONVILLE				(h)					K-1	K-2	K-3
16	Dassonville Type 40 (Rev.)	Pan	50		40		25, 100 ft. D.L.	High Speed; Medium Grain; Good Latitude	Free	1.5	2	3
16	Dassonville Type 80 (Rev.)	Pan	100		80		25, 100 ft. D.L.	Extreme Speed for Adverse Lighting	Free	1.5	2	3
Dbl. 8	Dassonville Type 40 (Rev.)	Pan	50		40		25, 100 ft. D.L.	High Speed; Medium Grain; Good Latitude	Free	1.5	2	3
Dbl. 8	Dassonville Type 80 (Rev.)	Pan	100		80		25, 100 ft. D.L.	Extreme Speed for Adverse Lighting	Free	1.5	2	3
	DU PONT				(h)	(h)						
16	301 Pan (Neg.)	Pan	64	40	50	32	100 ft. D.L.; 400, 800, 1000, 1200 ft. Bulk	Fine Grain; Wide Latitude; Good Rendition of Flesh Tones	Extra			
16	314 Pan (Neg. or Rev.)	Pan	40	25	32	20	Same as above	Fine Grain; Wide Latitude; Medium Speed	Extra			
16	330 Rapid Reversal Pan	Pan	64	40	50	32	Same as above	Esp. for Rapid Reversal; Fine Grain; Wide Lat.; Television and Motion Picture Production	Extra			
	DUFAYCOLOR											
	DIST.: General Photographic Supply Co.				(h)	(h)						
	Dufay Color	Color	12	10	10	8	50, 100 ft. D.L. Rolls	Can be Processed by User				
	DYNACOLOR				(h)	(h)						
16	Dynacolor, Daylight Type	Color	10	4(a)	8	3(a)	100 ft. D. L. Rolls; 50 ft. Mag.	Full Natural Color Film; Subtractive Dyed Image Type; Screenless; Practically Grainless; Tungsten Type is Color Balanced for Photoflood Illumination	Free			
16	Dynacolor, Tungsten Type	Color	10(a)	16	8(a)	12	Same as above		Free			
Dbl. 8	Dynacolor, Daylight Type	Color	10	4(a)	8	3(a)	25, 100 ft. D.L. Rolls		Free			
Dbl. 8	Dynacolor, Tungsten Type	Color	10(a)	16	8(a)	12	Same as above		Free			
	EASTMAN									K-2	CK-3	A
16	Cine-Kodak Super-XX Panchromatic (Rev.)	Pan	100	80	100	80	50, 100, 200 D.L. Rolls; 50 ft. Mag., for others see (c)	High Speed Type B Pan; Indoor, Slow Motion	Free	2	2	8
16	Cine-Kodak Super-X Panchromatic (Rev.) (S)	Pan	40	32	32	24	50, 100, 200 ft. D.L. Rolls; 50 ft. Mag., for others see (c)	Fine Grain; Good Contrast; Type B Pan	Free	2	2	8
16	Cine-Kodak Kodachrome, Daylight Type (S)	Color	10	4(a)	8	3(a)	50, 100, 200 ft. D.L. Rolls; 50 ft. Mag., for others see (c)	Full Natural Color Film; Subtractive Dyed Image Type; Screenless, Practically Grainless; Tungsten Type Balanced for Photoflood Illumination	Free			
16	Cine-Kodak Kodachrome, Type A (Photoflood) (S)	Color	10(a)	16	8(a)	12	50, 100, 200 ft. D.L. Rolls; 50 ft. Mag., for others see (c)		Free			
Dbl. 8	Cine-Kodak Super-X Panchromatic (Rev.)	Pan	40	32	32	24	25 ft. D.L. Rolls; 25 ft. Mag.	Fine Grain; Good Contrast; Type B Pan	Free	2	2	8
Dbl. 8	Cine-Kodak Kodachrome Daylight Type	Color	10	4(a)	8	3(a)	25 ft. D.L. Rolls; 25 ft. Mag.	Full Natural Color Film; Subtractive Dyed Image Type; Screenless, Practically Grainless; Tungsten Type Color Balanced for Photoflood Illumination	Free			
Dbl. 8	Cine-Kodak Kodachrome Type A (Photoflood)	Color	10(a)	16	8(a)	12	25 ft. D.L. Rolls; 25 ft. Mag.		Free			
16	Kodak Super-XX Blue Base Reversal	Pan	100	80			100, 200 ft. camera spools; 400, 1200 ft. Bulk	High Speed Reversal; suited to processing by user	By user			
16	Kodak Super-X Blue Base Reversal (S)	Pan	40	32			Same as above	Medium Speed; General Purpose. Suited to processing by user	By user			
16	Kodak Super-XX Negative	Pan	125	100			100, 200 ft. D.L. Rolls; 400 ft. Bulk	High Speed Panchromatic Negative Film				
16	Kodak Panchromatic Negative (S)	Pan	32	25			Same as above	Medium Speed Panchromatic Negative Film				
16	Kodak Fine Grain Positive (S)	Bl. Sens.		0.6			100, 200, 400 ft. Bulk	For Printing From Negatives, and Title Making				
Dbl. 8	Kodak Super-X Blue Base Reversal	Pan	40	32			25 ft. D.L.; 100 ft. for 8-mm Bolex Camera	Medium Speed, General Purpose; for processing by user	By user			
Dbl. 8	Kodak Fine Grain Positive	Bl. Sens.		0.6			100 ft. Bulk	For Printing From Negatives, and Title Making				
	ESO-S				(h)	(h)						
16	Supreme XXX (Rev.)	Pan	125	100	100	80	100 ft. D.L. Rolls; 50 ft. Mag., also 100 ft. Bulk	Very High Speed; for Indoor Use	Free*			
16	Supreme X (Rev.)	Ortho	20	5	16	4	50 ft. Mag., also 100 ft. Bulk	For Outdoor Use; Fine Grain	Free*			
16	DeLuxe Sepia (Rev.)	Ortho	20	5	16	4	100 ft. D.L. Rolls; 50 ft. Mag., also 100 ft. Bulk	Special Sepia Processing; Suitable for Editing into Color Reels	Free*			
	Supreme XXX (Rev.)	Pan	125	100	100	80	25 ft. D.L. Rolls; 100 ft. Bulk	Very High Speed; for Indoor Use	Free*			
Sgl. 8	Supreme X (Rev.)	Ortho	20	5	16	4	25 ft. D.L. Rolls; 100 ft. Bulk	For Outdoor Use; Fine Grain	Free*			
Dbl. 8	DeLuxe Sepia (Rev.)	Ortho	20	5	16	4	25 ft. D.L. Rolls; 100 ft. Bulk	Special Sepia Processing; Suitable for Editing into Color Reels	Free*			
	ESO-S Color	Color	10	2.5	8	2	25 ft. D.L. Rolls	Full Color Film	Free*			

	GEVAERT									K-1	K-2	K-3
16	Ultra Pan Reversal	Pan	100	64	50	32	100 ft. D.L. Rolls	Full Color Sensitivity; Indoors, Outdoors	Free	1.5	2	2

	GEVAERT									K-1	K-2	K-3
16	Ultra Pan Reversal		Pan	100	64	50	32	100 ft. D.L. Rolls	Full Color Sensitivity; Indoors, Outdoors	Free	1.8	2	2
16	Super Pan Reversal		Pan	25	16	20	10	100 ft. D.L. Rolls	Full Color Sensitivity; General Use	Free	2	2.8	3
16	Micro Pan Reversal		Pan	12	8	10		100 ft. D.L. Rolls	Fine Grain; for Quality Projection	Free	2	2.8	3
Dbl. 8	Super Pan Reversal		Pan	25	16	20	10	25 ft. D.L. Rolls	Full Color Sensitivity; General Use	Free	2	2.8	3
Dbl. 8	Micro Pan Reversal		Pan	12	8	10		25 ft. D.L. Rolls	Fine Grain; for Quality Projection	Free	2	2.8	3
	IDEAL					(h)	(h)					
16	Ideal Panchromatic (Rev.)		Pan	64	40	50	32	100 ft. D.L. Rolls; 50 ft. Mag., also 100, 400 ft. Bulk	Free Titles Except with Bulk	Free*		
16	Ideal Colorchrome		Color	12**	16	10	12	100 ft. D.L. Rolls; 50 ft. Mag.	Free Titles	Free		
Dbl. 8	Ideal Panchromatic (Rev.)		Pan	64	40	50	32	25 ft. D.L. Rolls; 25 ft. Mag.	Free Titles Except with Bulk	Free*		
Dbl. 8	Ideal Colorchrome		Color	12	16	10	12	Same as above	Free Titles	Free		
	KIN-O-LUX					(h)	(h)					
16	No. 1 Reversal	(s)	Bl. Sens.	16	(n)	12	(n)	50, 100, 200 ft. D.L. Rolls; 400 ft. Bulk	Recommended for Outdoor Use Only		K-2	G	A
16	Kin-O-Lux T-V (Rev.)	(s)	Pan	64	50	50	40	50, 100, 200 ft. D.L. Rolls	Medium Speed; Designed for Television	Free	2	2.8	5
16	Gold Seal Reversal	(s)	Pan	(n) 125		(n)	100	50, 100, 200 ft. D.L. Rolls; 400 ft. Bulk	Use Under Poor Light or Tungsten				
Dbl. 8	No. 2 Reversal		Bl. Sens.	16	(n)	12	(n)	25 ft. D.L. Rolls	Recommended for Outdoor Use Only				
Dbl. 8	Kin-O-Lux T-V (Rev.)		Pan	64	50	50	40	25 ft. D.L. Rolls	Medium Speed; Designed for Television	Free	2	2.8	5
Dbl. 8	Gold Seal Reversal		Pan	(n) 125		(n)	100	25 ft. D.L. Rolls	Use Under Poor Light or Tungsten				
	SOLAR CINE PRODUCTS					(h)	(h)					
16	Solar Type 12 (Rev.)		Ortho	16		12		50, 100 ft. D.L. Rolls	Fine Grain; Wide Latitude; Outdoor Use	Free		
16	Solar Type 24 (Rev.)		Pan	32	20	24	16	50, 100 ft. D.L. Rolls	General Outdoor and Indoor Use	Free		
16	Solar Type 100 (Rev.)		Pan	125	80	100	64	50, 100 ft. D.L. Rolls	Super-Speed Pan for Indoor Use	Free		
Dbl. 8	Solar Type 12 (Rev.)		Ortho	16		12		30 ft. D.L. Rolls	Fine Grain; Wide Latitude; Outdoor Use	Free		
Dbl. 8	Solar Type 24 (Rev.)		Pan	32	20	24	16	30 ft. D.L. Rolls	General Outdoor and Indoor Use	Free		
Dbl. 8	Solar Type 100 (Rev.)		Pan	125	80	100	64	30 ft. D.L. Rolls	Super-Speed Pan for Indoor Use	Free		
	SUPERIOR BULK FILM					(h)	(h)				K-2	G	A
16	Superpanex No. 24 (Rev.)	(s)	Pan	32		24	16	50, 100 ft. D.L. Rolls; 50 ft. Mag., 100, 400 ft. B	General Use Outdoors, Indoors; Fine Grain	Free*	2	3	3
16	Superpanex No. 64 (Rev.)	(s)	Pan	80		64	40	Same as above	Extreme Speed; Good Contrast; Wide Lat.	Free*	2	3	3
16	Superior Regular (Rev.)	(s)	Ortho	10		8		50, 100 ft. D.L.; 100, 400 ft. B	Fine Grain; High Contrast	Free*			
16	Superior Plus (Rev.)	(s)	Ortho	16		12	3	Same as above; also 50 ft. Mag.	Fine Grain; Good Contrast	Free*			
	Superpanex No. 24 (Rev.)		Pan	32		24	16	25 ft. D.L. Rolls	General Use Outdoors, Indoors, Fine Grain	Free*	2	3	3
Sgl. &	Superpanex No. 64 (Rev.)		Pan	80		64	40	25 ft. D.L. Rolls	Extreme Speed; Good Contrast; Wide Lat.	Free*	2	3	3
Dbl. 8	Superior Regular (Rev.)		Ortho	10				25 ft. D.L. Rolls	Fine Grain; High Contrast	Free*			
	Superior Plus (Rev.)		Ortho	16		12	3	25 ft. D.L. Rolls	Fine Grain; Good Contrast	Free*			
	WEIMET					(h)	(h)				K-2	G	A
16	Weimet Green Seal (Rev.)		Pan	40	32	32	24	100 ft. D.L. Rolls	Fine Grain; Brilliant Contrast; Good Lat.		2	3	8
Dbl. 8	Weimet Green Seal (Rev.)		Pan	40	32	32	24	25 ft. D.L. Rolls	Same as above		2	3	8

NOTES:

ASA exposure indices are determined according to a standardized procedure set up by the American Standards Association. Where official Weston ratings are given they are the latest supplied by Weston Electrical Instrument Corp.

* Free processing on D.L. and Magazines only.
** Group numbers, representing the mean value of a group of 3 consecutive emulsion speeds.
(a) With filter recommended by the manufacturer.
(c) 50 ft. Packettes for Simplex Pockette and Filmo 121.

(h) From figures furnished by the manufacturer or distributor.
(n) Not recommended for use with this illumination.
(s) Also available single perforated for sound.

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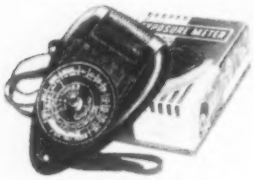
EXPOSURE METERS

AMERLINE LM-112



Extinction type for still and movie cameras; for daylight and tungsten light; measures reflected light; reads by conversion from f/1.4 to f/32, progressing by full stops; calibrated in Weston system from emulsion speed of 1.5 to 200; exposure times from 30 seconds to 1/1000 sec.. Price, $1.95.

MFR., Amerline, Inc.

CHRONOS

Photoelectric type for still and movie cameras; for daylight and tungsten light; measures reflected light; reads direct from f/1.4 to f/32, progressing by half stops; calibrated in ASA; exposure times from 30 seconds to 1/1000 sec.; snap-face lid completely encloses mechanism; extremely small. Price, $24.95 including tax.

DIST., Willoughbys, Inc.

DA-BRITE 312

Extinction type for still and movie cameras; for daylight and tungsten light; measures reflected light; reads by conversion from f/1.4 to f/32, progressing by full stops; calibrated in Weston system from emulsion speed of 1.5 to 200; exposure times from 30 seconds to 1/1000 sec. Price, complete with neck cord and case, $1.95.

DIST., Mostow Co.

DEJUR DUAL LIFETIME PROFESSIONAL

Photoelectric type for still and motion pictures; by daylight and artificial light; measures reflected and incident light; reads direct from f/1 to f/45; ASA Exposure Indexes from .8 to 800; reads in 1/3 stops; exposure times from 120 seconds to 1/800 sec.; automatic dial shift for incident or reflected light; red dot at 1/32 sec. Price, $27.50 including tax; ever-ready leather case, $2.25.

MFR., DeJur-Amsco Corp.

EXPOPHOT

Extinction type for still pictures; for daylight and tungsten light; measures reflected light; calibrated in ASA Exposure Index from 1.2 to 1000; from f/2 to f/32; exposure times from 30 seconds to 1/1000 sec.; reads direct; exposures progress by full stops. Price, $1.95 including tax.

SUPERB COLOR CORRECTION SCALE

Pocket-sized chart made of plastics; has two scaled tables, for color correction filters, and for color flash exposure; determines aperture opening with any flashbulb, film, at various shutter speeds and distances; determines correct filter with different color films and with all light sources; a comparison of different manufactured filter and color films. Price, $1.25.

DIST., Willoughbys.

GENERAL ELECTRIC MODEL DW-68

Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected and incident light; removable hood for incident light readings by conversion from f/1 to f/45 progressing by 1/3 stops; ASA Exposure Indexes from .8 to 800; exposure times from 120 seconds to 1/800 sec.; reads directly in foot candles. Price, $24.95 including tax; case available for $2.

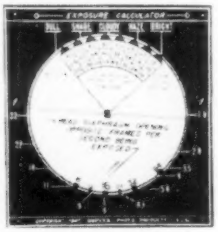
GENERAL ELECTRIC MODEL PR-1

Photoelectric type for still and movie cameras; by daylight and artificial light; measures reflected and incident light; reads direct by 1/3 stops from f/1 to f/128; ASA Exposure Indexes from .2 to 1600; exposure times from 120 seconds to 1/3000 sec.; cine speeds in frames per second; trident analyser; automatically shifts range from High to Low; for movies and stills on one dial. Price, including tax, $32.50; case available for $2.25.

MFR., General Electric Co.

GROVER EXPOSURE CALCULATOR

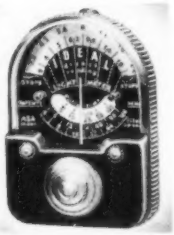
Slide-rule type made of polished metal that attaches to either movie or still cameras; two separate models; one for still, and one for movie cameras; still type for daylight; calibrated in ASA, Weston, and G-E



ratings; reads from f/1.9 to f/32; exposure times from 1/5 sec. to 1/400 sec.; installs on any 2-inch square surface. Price, $1.25 including tax.

MFR., Grover Photo Products.

IDEAL



Photoelectric type for still and movie cameras; for daylight and tungsten light; measures incident light; reads direct by half stops from f/1.9 to f/22; calibrated in ASA system for emulsion speeds from 4 to 128; pointer indicates f/stop; fresnel light-collecting lens over photoelectric cell. Price, $9.95 including tax.

MFR., Federal Instrument Corp.

KOLOR KALCULATOR

Slide rule type made of plastic-coated cardboard; primarily intended for user of 35-mm color film; calibrated in ASA ratings, progressing by half stops from f/2 to f/32; also serves as a film latitude guide, and as exposure guide for synchro-sunlight work. Price on request.

MFR., Laurel Macon Co.

KODAGUIDES

Film and Filter Kodaguide. Pocket-sized, four-page chart listing exposure indexes of ASA, Weston, and G-E; color sensitivity of Kodak black-and-white roll films, film packs, miniature and sheet films; sheet film code notches; color transmission spectrograms of six filters; their exposure factors, and color rendering; for still and movie cameras, by daylight and artificial light. Price, 15 cents.

Movie Kodaguide. Pocket-sized, four-page chart and slide rule with two dials; for movies by daylight or artificial light; reads direct for Cine-Kodak films, black-and-white and color. Price, 25 cents.

Home Lighting Kodaguide. Pocket-sized "slide-rule" type card with dial; for still and movie cameras by artificial light; for exposure of Kodak Super-XX film based on total wattage of home service lamps and average distance of lamps from subject. Price, 15 cents.

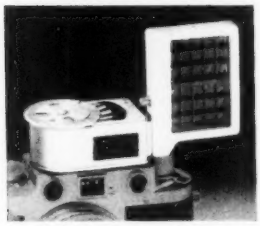
Snapshot and Flash Kodaguide. Pocket-sized four-page card with two dials; for still pictures by daylight and artificial light; reads direct for Kodak

Verichrome, Plus-X, Super-XX, Panatomic-X, Kodachrome Daylight and Type A, and Kodacolor. Also for use in making still pictures by flash exposures; uses guide numbers; lists guide numbers for all Kodak films, and reads directly for popular film and flashbulb combinations. Price, 25 cents.

Effective Aperture Kodaguide. Pocket-size card with dial; for still pictures and movies, by daylight, artificial light, and flash exposures; modify exposures of subjects closer than eight times the focal length of the camera lens. Applies to lenses from 1 to 30 inches in focal length. Price, 15 cents.

Outdoor Filter Kodaguide. Pocket-size chart with dial for still pictures; indicates the proper filter to use for a number of outdoor subjects, and calculates exposure corrected by filter factor. Price, 15 cents.
MFR., Eastman Kodak Co.

LEICA-METER



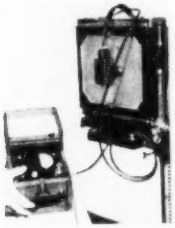
Photoelectric type for still cameras; for daylight and tungsten light; measures reflected light; reads direct from f/1.4 to f/22 in full stops; calibrated in ASA system; computes automatically; three measuring ranges, with exposure times from 120 seconds to 1/1000 sec.; clips on Leica cameras, or fittings having Leica accessory shoe; measuring element immune to mechanical shocks; photoelectric element detachable. Price, including carrying case, $28 including tax.
DIST., E. Leitz, Inc.

LEUDI 3

Extinction type for still and movie camera; for daylight and artificial

light; measures reflected and incident light; reads direct by full stops from f/1 to f/32; ASA Exposure Indexes from 8 to 500; exposure times from 10 minutes to 1/1000 sec. Price, including case and tax, $2.15.
DIST., Mimosa American Corp.

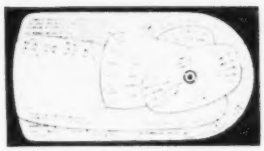
LIGHT METER 1501-A



Photoelectric type for still pictures; for flash exposures; measures incident light; phototube, covered by light attenuator, feeds vacuum-tube voltmeter which indicates total light emitted by flashtube; calibration in foot-candle seconds; reads direct; from f/2 to f/64; exposures progress by full stops; can also be used with 1501-P1 Probe unit to measure light at camera groundglass. Price, $220 including tax and walnut case.
DIST., General Radio Co.

MARTIN COMPUTER

Circular slide-rule type; for still and motion pictures by daylight; two scales on each of four white Vinylite dials turning on one pivot; all normal shutter speeds, lens openings, ASA Exposure Index; brightness of subject, shade, incident, or reflected light; condition of sun for any time of day by months according to geo-



graphic latitude; for color and black-and-white film. Price, $1.50.
MFR., Paul S. Martin.

MORGAN FLASHGUIDE

Pocket-sized chart for determination of flash speeds on given flashbulbs and shutters; shutter speed is placed opposite the type of reflector being used; distance of flashbulb to the subject determines the diaphragm opening. Price, 25 cents.
MFR., Morgan Camera Shop.

NORWOOD DIRECTOR

Photoelectric type for still and movie cameras; for daylight, artificial light, and flash exposures; measures incident light, and reflected light with accessory Photogrid; photoelectric cell mounted in swivel head; calibrated in ASA; reads by conversion on calculator dial; from f/1.4 to f/45 progressing by 1/3 stops; calibrated from emulsion speed of .1 to 1000; exposure times from 120 seconds to 1/1200 sec.; leatherette-covered steel case. Price, $35, including Photodisk for copying and balancing lights in studio; Photogrid for emergency exposure determination and brightness range control.
DIST., Director Products Co.

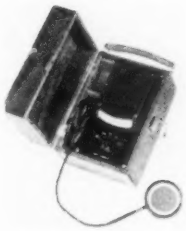
PHOTOELECTRIC PATROL

Photoelectric type for still and movie cameras; for daylight and artificial light; measures reflected light; construction, plastics and chrome; calibrated with ASA Exposure Indexes from 3 to 200; reads direct by simplified superimposed computer dial; from f/1.4 to f/45 by 1/3 stops; exposure times from 8 sec. to 1/800 sec. midget design, curved to fit wrist. Prices on request.
MFR., Warren-New York, Inc.

PHOTO COMPUTER

A pocket-sized aid to solve quickly exposure problems of still and movie pictures. The computer covers filter factors, film emulsion speeds, shutter openings, motor speeds and lens diaphragm openings; these are all variables dependent on one another. It is also provided with a lens calculator by which the depth of field for most standard lenses at various stops and focal distances may be found.
MFR., Bardwell & McAlister, Inc.

PHOTOVOLT EXPOSURE PHOTOMETER MODEL 200-A



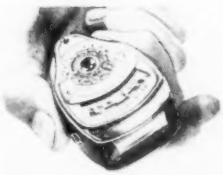
Photoelectric type for still pictures by daylight and artificial light; measures reflected and incident light; meter contained in wooden housing; photocell connected by flexible cable; reads by conversion from f/1 to f/45 by 1/3 stops; calibrated by ASA and Weston systems; four measuring ranges. Price, with case, $67.50, including tax. Extension pieces available for 60 degree and 20 degree light acceptance angle.
MFR., Photovolt Corp.

POLAROID G-E

Photoelectric type for still pictures; for daylight and artificial light; measures reflected light; midget meter with scale markings matched to Po-

laroid Land camera exposure numbers; 5 separate scales for different film speeds; direct reading for Polaroid camera; clips to camera for use. Price, $15.75 including tax; eveready case, $1.50.
DIST., Polaroid Corp.

PULLIN



Photoelectric type meter for still and motion pictures; for daylight and artificial light; calibrated from emulsion speed of 6 to 200; from f/1.4 to f/45; exposure times from 2 hours to 1/1000 sec.; exposures progress by full stops. Price, $14.95 including tax.
DIST., General Photographic Supply Co.

RED DOT

Electric-Comparison type for still and motion pictures; for daylight and artificial light; measures reflected light; plastic and metal construction; calibrated in ASA Exposure Index from 6 to 400; from f/1.4 to f/45; exposure times from 2 seconds to 1/800 sec.; exposures progress by half stops; calibrated lamp illuminates one half of comparison screen; other half illuminated by light from scene; the two halves are matched by movement of rheostat arm to indicate light value. Price, $4.50 including tax.
MFR., Lloyd Mfg. Co.

SAYMON-BROWN

Extinction type meter for still pictures or movies; by daylight or artificial light; tubular construction; calibrated in Weston system; reads direct; with apertures from f/1.5 to f/16 by full stops; shutter speeds from 1 second to 1/1000 sec.; fits camera shoe which is available as accessory for 25 cents. Price, including leather case, $2.05.
DIST., Burleigh Brooks Co.

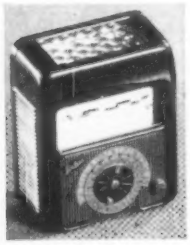
SKAN

Standard Model Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected light; accessible zero adjustment; patented method of calibration; 2-element computer, on back of meter; has range from f/1.4 to f/32 progress by half stops; ASA Exposure Indexes from .4 to 800; exposure times from 30 seconds to 1/1000 sec. Price, including case and tax, $16.50.

View-finder Model Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected light; twin scales, with same restricted light acceptance angle for

both high and low light ranges; accessible zero adjustment; ASA Exposure Indexes from .3 to 800; 3-element computer on back of meter; has range from f/1 to f/45 progressing by 1/3 stops; exposure times from 120 seconds to 1/1200 sec.; has camera-type viewfinder. Price, including case and tax, $24.95.
MFR., G-M Laboratories, Inc.

SIXTUS II



Photoelectric type for still cameras; for daylight and artificial light; measures incident light; calibrated in ASA and Din systems, for ASA emulsion speeds from 6 to 400; reads direct from f/1.4 to f/45 in full stops; exposure times from 4 minutes to 1/1000 sec.; selective viewing angle. Price, with leather case, $22.50, inc. tax.

SIXTOMAT

Photoelectric type for still and movie cameras; for daylight and artificial light; measures reflected light; reads direct from f/1.4 to f/45 in full stops; calibrated in ASA system for emulsion speeds from 6 to 400; exposure times from 30 seconds to 1/1000 sec.; automatic calculation of correct f stop for every shutter speed; reading retained until next use; sliding metal curtain encloses mechanism. Price, with stainless steel neckstrap, $32.50, inc. tax.
DIST., Mitropa Corp.

S.E.I. EXPOSURE PHOTOMETER

Photoelectric and extinction type for still pictures, by daylight and artificial light; measures reflected light; cylindrical construction with eyepiece; all metal; uses one flashlight cell and photocell; calibrated in ASA Exposure Indexes; reads direct footlamberts; exposure times from 2 hours, 47 minutes to 1/500,000 sec.; can be used as a densitometer; has a relative density scale for the direct measurement of transmission and reflection densities. Price with case, $170, including F.E.T.
DIST., The Zoomar Corp.

TOWER

Photoelectric type for still and movie pictures, by daylight and artificial light; measures reflected light; reads direct by third stops from f/1 to f/64; ASA Exposure Indexes from .8 to 800; exposure times from 16 seconds to 1/1000 sec.; light values from 1.4 to 2,000 foot-candles. Price, $11.95.
DIST., Sears, Roebuck and Co.

WIRGIN

Extinction type for still and motion pictures; for daylight and artificial light; measures reflected light; metal construction; folds open to operating position; emulsion speeds from 2 to

100; from f/2 to f/32; exposure times from 8 seconds to 1/250 sec.; exposures progress by full stops. Price, $2.15 including tax and case.
DIST., Camera Specialty Co., Inc.

WESTINGHOUSE RAPID FLASH CALCULATOR

Pocket size exposure guide for flash photography; does not use guide numbers; gives direct reading for exposure; data covers all popular black-and-white and color films. Price, $.10.
MFR., Westinghouse Electric Manufacturing Co.

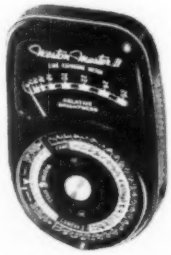
WESTON CADET

Photoelectric type for still and motion pictures; for daylight and artificial light; measures both incident and reflected light; calibrated in Weston system from 4 to 125 emulsion speed; reads by conversion; from f/2.8 to f/16; exposure times from 5 seconds to 1/800 sec.; exposures progress by 1/3 stops; can be used with Polaroid Land camera; equipped with zero corrector. Price, $21.50 including tax.

WESTON MASTER II UNIVERSAL 735

Photoelectric type for still and movie work, by daylight and artificial light; measures reflected light; double range for low and high light intensities; reads direct in 1/3 stops from f/1.5 to f/32; calibrated in Weston system from .3 to 800; exposure times from 100 seconds to 1/1200 sec.; very sensitive to low light and has a narrow acceptance angle for outdoor work; calculator has color control and black-and-white control features. Price, $32.50.

WESTON MASTER II CINE 736



Photoelectric type for movie work by daylight and artificial light; measures reflected light; double range for low and high light intensities; reads direct in half stops from f/1 to f/22; calibrated in Weston system from .1 to 800; exposure times from 6 frames per sec. to 96 frames per sec. Price, $32.50. The Weston Invercone Adapter for measuring incident light is available as an accessory for Weston Master models, $3.
MFR., Weston Electric Instr. Corp.

EXPOSURE METERS For Printing and Enlarging

DAYTON ROGERS STRIP TEST EXPOSURE METER

Slide-rule type; all metal construction; determines correct exposure time for enlarged prints by taking five different tests from the same point of interest on the negative; handles test strips up to 3½x5; sets flat on easel board. Price, $3, including tax.
MFR., Dayton Rogers Mfg. Co.

KODAGUIDES

Density Kodaguide. Slide-rule type; pocket-sized card with film density step tablet; estimates gray-scale density on suitably prepared negatives; useful for making separation negatives and color prints. Price, $1.

Kodak Enlarging Dataguide. Slide-rule type; includes a swatch chart of Kodak photographic paper showing surfaces, weight, color and image tone; card has dial relating magnification, lens aperture, paper, and exposure time. Price, $.50.

Kodak Print Exposure Computer. Slide-rule type; card has dials relating magnification, density, lens aperture, and exposure time; determines exposures according to density readings; helpful in color printing with Kodak Dye Transfer Process. Price, $1.
MFR., Eastman Kodak Co.

PHOTOVOLT PHOTOMETER MODEL 200-A

Photoelectric type for enlarging and contact printing; photocell is connected by flexible cable to meter in wooden housing; no power connections; readings are taken by holding photocell to lens of enlarger; special enlargement calculator furnished separately; 4-range switch makes the unit highly sensitive; measures density of negatives; light distribution of printers, enlargers and copy board. Price, $67.50 including tax.

PHOTOVOLT ELECTRONIC SPOT-PHOTOMETER MODEL 500-A

Photoelectric type for use with a-c only; readings are taken on baseboard; operates with electronic amplification; determines exposures of enlargements by working either from the shadows or the high-lights; can be used also for light measurements on small areas of the image in the focal plane of cameras and photomicrographic equipment. Price, $195.
MFR., Photovolt Corp.

SPOT-O-MATIC MODEL 6A

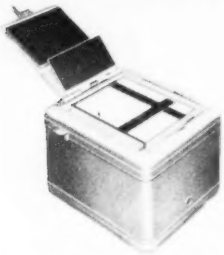
Electrical; light balancing photometer; automatic calibrations; optical density wedges; permanent plastics spot; operates on 110-125 volts, a-c, or d-c; gives exposure time, paper contrast, and tells whether negatives are over- or underdeveloped; for use with all enlargers and any type of projection paper. Price, $12.50, including tax.
DIST., Kinnard Co.

WESTON 877 PHOTOGRAPHIC ANALYZER

Electric; operates on 105-120 volts, a-c, or d-c; uses photoelectric cell; portable combination illumination meter and transmission densitometer; illuminated scale calibrated to read either illumination or density; supplied with a calculator, step wedges, gray scale, plotting paper, a multiplier disc for high light intensities, and an instruction book; determines exposure time for printing and making separation negatives; determines the gamma of development; the speed of papers and sensitized material in terms of the users equipment and technique. Price, $125.
MFR., Weston Electrical Inst. Corp.

CONTACT PRINTERS

AIREQUIPT JUNIOR



Metal construction; takes negative sizes from 35 mm to 4x5; diffusion glass; automatic switch; felt covered hinged platen; automatic ¼" margins; direct reading calibrations for margins to ⅝"; top and left margins set simultaneously; steel sliding masks. Price, $11.98.
MFR., Airequipt Mfg. Co., Inc.

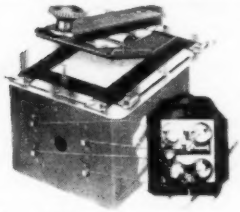
ARKAY ZEPHYR PRINTER

Metal construction; takes negative sizes up to 4x5; film guides for 35 mm printing; lock mechanism for time exposure; molded safelight lens diffuses light over large working area; slope-design body to prevent tilting under pressure. Price, $13.37 including tax.
MFR., Arkay Corp.

BRUMBERGER 1057

Metal construction; flash opal glass diffusion; uses 1 white bulb. 110 recommended line voltage; automatic switch; adjustable border masks; double-hinged rubber cushioned pressure plate, easy access to bulbs; supplied with 7½-watt ruby bulb. Price, $24.48 including tax.
MFR., Brumberger Co., Inc.

COMPCO 360 ARGON



Metal construction; negative sizes from 35 mm to 4x6; equipped with 4 Argon lamps, each on individual switch for control of negative densities; automatic switch; adjustable masking bands; hinged platen; supplied with ruby bulb. Price, $15.75 including tax.

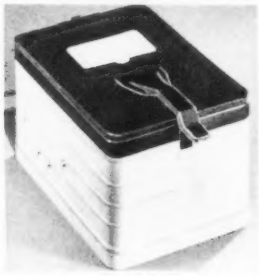
COMPCO MODEL 280

Metal construction; takes negative sizes from 35 mm to 4x6; uses one 15-watt inside-frosted white bulb; opal-type glass diffusion; adjustable border masks; double-hinged rubber cushioned pressure plate; built-in safelight window; amber indicator window in front of printer tells when white light is on; wide phosphor bronze pressure spring. Price, $8.11, inc. F.E.T.
MFR., Compco Corp.

EASTMAN PRINTER NO. 8—MODEL 2

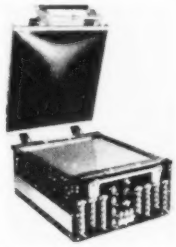
Wood construction; uses 4 white 25- or 40-watt bulbs; groundglass diffusion; positive action switch turns on the lights when the platen makes contact; adjustable border masks; double-hinged rubber-cushioned pressure plate; door in the front of the printer gives access to the lamps and to a diffusing groundglass on which vignettes may be placed. Price, with ruby bulb, $70.

KODAK HOME PRINTER MODEL A



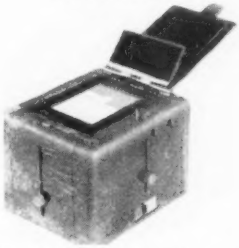
Metal construction; takes negative sizes from 35 mm to 4x5½ and paper up to 5x7; used with 10-watt frosted lamp; adjustable for strip printing of 35 mm and larger roll film; 4 adjustable masking guides; 2 guides marked with scales for framing; paper-locating guides give ¼-inch or wider margins; one-piece platen with foam-rubber pad; automatic switch; equipped with 7½-watt ruby bulb. Price, $12.50 including tax.
MFR., Eastman Kodak Co.

MORSE M-20 PRINTER



Metal construction; uses 39 Argon lamps and 4 white bulbs; 100 watts; 110 recommended line voltage; each lamp is individually controlled and group switches placed for dodging; pneumatic pressure plate; simplifies vignetting; fast printing with cool burning, highly actinic Argon glow lamps; inflated rubber platen gives 600-lb. pressure; groundglass diffuser; plate glass printing surface; will handle negatives sizes up to 8x10. Price, with white lights and ruby bulbs, $225.
MFR., The Morse Instrument Co.

PHOTOCRAT



All-metal construction; takes negative sizes from 35 mm to 4x5; uses 1 tubular white light; 25 watts on 120 recommended line voltage; diffusion by special processed glass; automatic switch for use as viewing or retouching box; built-in and concealed sliding masks for automatic 3/16 margin; 35 mm guides for strip printing; built-in safe light; felt-cushioned pressure plate. Price, $15.95.
MFR., Airequipt Mfg. Co., Inc.

RADIANT TROJAN

Metal construction; takes negative sizes from 35 mm to 4x5 and 5x7; with ruby bulb and one 40-watt white light on 110 recommended line voltage; groundglass diffusion; automatic switch line voltage; groundglass diffusion; automatic switch that controls white light; adjustable border masks; rubber-cushioned pressure plate; has door which can be opened to permit dodging; rubber feet; 6-foot cord and socket; red bulb lights when platen is raised. Price of 4x5 model, $22.25, inc. tax; 5x7 model, same as 4x5, $27.80, inc. tax.

RADIANT DE LUXE

Same construction and features as the above model; takes film sizes up to 4x5 and 5x7; adjustable steel bands hold film; uses two 60-watt white bulbs; has double-hinged rubber-cushioned pressure plate; equipped with ruby light, 6-foot cord and socket. Price of 4x5 model, $26.70, inc. tax; 5x7 model, $38.95, inc. tax.
MFR., Radiant Specialty Corp.

SUPERB METAL PRINTER

Metal construction; uses 2 clear white bulbs; 25 or 40-watt; 110 recommended line voltage; groundglass diffusion; automatic switch; built-in adjustable border masks; double-hinged felt cushioned pressure plate. Price, $15.15 including tax.
MFR., Willoughbys, Inc.

TIME-O-LITE M-35 PRINTER

Metal construction; takes negative sizes up to 5x7; uses four 40-watt

white bulbs; recommended line voltage 105 to 125; flash opal glass diffusion; built-in adjustable border masks; rubber-cushioned pressure plate; built-in timer with switch on platen hasp. Price, with ruby bulb, $59.50 plus tax.

TIME-O-LITE M-80 PRINTER

Same as above, except takes negative sizes up to 8x10; built-in intensity control and diffusion control; control of Kelvin temperature of lamps. Price, $124.50, plus tax.
MFR., Industrial Timer Corp.

U. S. COLD LIGHT PRINTER

Metal construction; takes negative sizes from 35 mm to 5x7; uses 9 ultraviolet lamps; 22½ watts; 110 a-c recommended line voltage; flashed opal glass diffusion; adjustable border masks; double-hinged rubber-cushioned pressure plate; easel-type masks; automatic margin controls lining up of paper and negative; negative clamp; designed for table or sunk-bench use; mounting brackets provided. Price, $36 plus tax.
MFR., U. S. Photo Equipment Corp.

WILLO CHAMPION PRINTER

Metal construction; takes negative sizes from 35 mm to 5x7; uses two 25-watt white bulbs; 110 a-c, d-c recommended line voltage; groundglass diffusion; built-in adjustable border masks; double-hinged felt cushioned pressure plate; hinged masking

frame has pressure bar; paper guide placement of paper; dual spool take-up for strip printing; push-button release; transparent rulers for reading; door in front with sliding groundglass for easy reading; adjustable from zero opening to 5x7. Price on request.
DIST., Willoughby's.

PHOTOGRAPHIC LENSES

This year's lens table covers only those lenses which have been placed on the market since last year's Directory issue. For a complete listing of lenses other than those shown here, see the 1950 Directory. All lenses listed have iris diaphragm unless otherwise specified. Accessory lenses for specific cameras will be found under camera listings.

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	Price
ASTRO					
Dist. Sterling Howard					
ASTRO-BERLIN	400 mm	f:5	f:22	Telephoto lens for Kine Exakta and 35-mm cameras with Leica and Contax mounts; coated; built-in sunshade, uses reflex focusing Identoscope for Leica and Contax, price $329.50, for Kine Exakta and Contax X.	$219.50 Inc. F.E.T.
BAUSCH & LOMB					
ANIMAR (for 8-mm cameras)	7.5 mm	f 2.5	f 16	Wide angle for 8-mm movie cameras; fixed focus.	57.50 Inc. F.E.T.
	15 mm	f 1.5	f 22	For 8-mm cameras; focusing mount.	132.25 Inc. F.E.T.
ANIMAR (for 16-mm cameras)	25 mm	f 1.5	f 22	For 16-mm movie cameras; focusing mount.	184.00 Inc. F.E.T.
BELL & HOWELL					
COMAT	½"	f 2.5	f 22	For 8-mm cameras; coated; color corrected.	59.95 Inc. Tax
	1½"	f 3.5	f 16	Same as above.	64.95 Inc. Tax
TAYLOR-HOBSON					
Dist.—Bell & Howell					
IVOTAL	1"	f 1.4	f 22	For 16-mm cameras only; coated; color corrected; in focusing mount.	179.95 Inc. Tax
DE JUR-AMSCO					
DeJUR WOLLENSAK	13 mm	f 1.9	f 22	For 8-mm movie cameras; coated; in chrome mount; fixed focus.	25.90 Inc. F.E.T.
	13 mm	f 1.9	f 22	Same as above; in focusing mount.	45.70 Inc. F.E.T.
	25 mm	f 2.5	f 16	Same as above.	43.15 Inc. F.E.T.
	38 mm	f 3.5	f 22	Same as above.	43.15 Inc. F.E.T.
	38 mm	f 1.5	f 22	Same as above; fixed focus.	25.90 Inc. F.E.T.
ELGEET					
STANDARD CINE (for 8 mm)	½"	f 1.9	f 22	Fixed focus mount; standard 8 mm "D" thread, coated, click stops, depth of field scale, chrome finish.	31.95 Inc. F.E.T.
	½"	f 1.9	f 22	Focusing mount to 1.5 feet, standard 8 mm "D" thread; coated, click stops, chrome finish, filter retainer.	42.85 Inc. F.E.T.
CINE-TEL (for 8 mm)	½"	f 2.5	f 22	Fixed focus mount; standard 8 mm "D" thread; coated; click stops; chrome.	20.00 Inc. F.E.T.
	1"	f 1.9	f 22	Focusing mount to 2 feet, 2x linear magnification; coated; click stops; depth of field scale; chrome finish; filter retainer; standard 8 mm "D" thread or mount for B & H Auto-8.	58.30 Inc. F.E.T.
	1½"	f 1.5	f 16	Focusing mount to 2 feet, 3x linear magnification; coated; click stops; depth of field scale; chrome finish; filter retainer; standard 8 mm "D" thread or mount for B & H Auto-8.	69.55 Inc. F.E.T.
	1½"	f 1.5	f 16	Same as above, but with Kodak Magazine mount.	79.55 Inc. F.E.T.
	1½"	f 2.5	f 16	Focusing mount to 2.5 feet, 3x linear magnification; standard 8 mm "D" thread; coated; chrome finish; filter retainer.	47.55 Inc. F.E.T.
	1½"	f 2.5	f 16	Same as above, but with Bell & Howell Auto-8 thread.	56.60 Inc. F.E.T.
	1½"	f 3.3	f 16	Focusing mount to 4 feet; 3x linear magnification; coated; click stops; chrome finish; filter retainer; standard 8 mm "D" thread or mount for B & H Auto-8.	42.50 Inc. F.E.T.
	1½"	f 3.5	f 16	Fixed focus mount; 3x linear magnification; standard 8 mm "D" thread; coated; click stops; depth of field scale; chrome finish; filter retainer.	31.30 Inc. F.E.T.
	3"	f 2.9	f 22	Focusing mount to 3 feet; 6x linear magnification; coated; chrome finish; filter retainer; standard 8 mm "D" thread or mount for B & H Auto-8 focusing to 3.5 feet.	69.55 Inc. F.E.T.
	7.5 mm	f 1.5	f 22	Focusing mount to 1.5 feet; covers 3½x the area of the standard ½" lens; coated; chrome finish; filter retainer; standard 8 mm "D" thread or mount for B & H Auto-8.	79.55 Inc. F.E.T.
STANDARD CINE (for 16 mm)	1"	f 1.9	f 22	Focusing mount to 2 feet; standard 16 mm "C" thread; coated; click stops; depth of field scale; chrome finish; filter retainer.	58.30 Inc. F.E.T.
	3"	f 2.9	f 22	Focusing mount to 3 feet; 3x linear magnification; coated; chrome finish; filter retainer; standard 16 mm "C" thread or Kodak Magazine mount.	69.55 Inc. F.E.T.
CINE-TEL (for 16 mm)	4"	f 2.7	f 22	Focusing mount to 2.5 feet; 4x linear magnification; coated; depth of field scale; chrome finish; filter retainer; standard 16 mm "C" thread or Kodak Magazine mount.	88.95 Inc. F.E.T.
WIDE ANGLE (for 16 mm)	13 mm	f 1.5	f 16	Focusing mount to 1 foot; covers 4x the area of the standard 1" lens; coated; click stops; depth of field scale; chrome finish; filter retainer; standard 16 mm "C" thread or Kodak Magazine mount.	97.45 Inc. F.E.T.
TELEPHOTO (for 35 mm)	4"	f 4.5	f 22	For all models Kine Exacta; 2x linear magnification; light weight aluminum mounting; depth of field scale; focusing mount to 6 feet; coated; filter retainer.	52.50 Inc. F.E.T.
COLORSTIGMAT (Enlarging lens)	4"	f 4.5	f 22	For Praktiflex, Practica, or Clarus, all models same as above.	52.50 Inc. F.E.T.
	2"	f 4.5	f 22	Fully color corrected, coated, click stops; chrome finish; with flange.	20.85 Inc. F.E.T.
	3½"	f 4.5	f 22	Same as above.	27.00 Inc. F.E.T.
	3¼"	f 4.5	f 22	Same as above.	33.35 Inc. F.E.T.
	5"	f 5.6	f 22	Same as above.	33.35 Inc. F.E.T.
	5½"	f 4.5	f 22	Same as above.	39.70 Inc. F.E.T.
	6½"	f 4.5	f 22	Same as above.	59.80 Inc. F.E.T.
GOERZ					
RECTAGON	3"	f 16	f 22	Wide angle for general purposes, covers 4x5, can be used wide open; maximum average resolution at f 16; coated; in barrel with iris.	116.67 Inc. F.E.T.
HYPAR, Anastigmat	0.6"	f 2.7		Three-element lens for 16 mm movie cameras; in focusing mount; wide angle.	105.00 Inc. F.E.T.
GRAFLEX					
OPTAR	162 mm	f 4.5	f 32	Same as above; covers 4x5 in. No. 3 Graphex Synchroshutter.	104.60
	162 mm	f 4.5	f 32	Same as above; in No. 3 Graphex (X) shutter.	91.60
	203 mm	f 7.5	f 32	For view and other still cameras; corrected for color; all surfaces coated; anastigmat, portrait, commercial and enlarging; intended to be used on 4x5 view cameras. In No. 2 Graphex Synchro shutter.	87.20
TELE-OPTAR	202 mm	f 5.6	f 32	For still photography; anastigmat; all surfaces coated. Optar formula; covers 3¼x4¼, in barrel with iris diaphragm.	104.05
	202 mm	f 5.6	f 32	Same as above, in No. 2 Graphex Synchro shutter.	143.95
WIDE ANGLE OPTAR	65 mm	f 6.8	f 32	For interior, architectural and group photography; focusing aperture at f 6.8, taking apertures from f 11 to f 32; all surfaces coated; in Graphex Synchro shutter, covers 3¼x4¼ film.	91.40
GUNDLACH					
KORONA CONVERTIBLE	6¼"	f 6.3		Triple convertible; color corrected; front focus 12", rear focus 9", in Rapax.	91.00 Inc. F.E.T.
RADAR SUPER WIDE ANGLE	4"	f 6.3		Covers 4x5, 80° angle, in Rapax Synchro shutter.	300.50 Inc. F.E.T.
ILEX					
NEW PARAGON, Anastigmat	2"	f 4.5		Highly corrected anastigmat; coated; for black-and-white and color work; covers 35-mm film.	25.70
	3"	f 6.3		Same as above; covers 2¼x2¼.	23.70
	3½"	f 6.3		Same as above; covers 2¼x3¼.	25.00
	6½"	f 6.3		Same as above; covers 4x5.	47.00

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	Price
KERN-PAILLARD Dist.—PaillardProducts,Inc.					
SWITAR	12.5 mm	f 1.5	f 22	High speed lens for Bolex and other 8-mm cameras; focuses from ¾ ft. to infinity; depth of field scale; A.S.A. mount.	$124.00 Inc. F.E.T.
PIZAR	12.5 mm	f 1.9	f 22	Same as above.	98.50 Inc. F.E.T.
YVAR	25 mm	f 2.5	f 22	Fast telephoto for Bolex and other 8-mm cameras; focuses from 1½ ft. to infinity; A.S.A. mount.	58.50 Inc. F.E.T.
	36 mm	f 2.8	f 22	Same as above; focuses from 2 ft. to infinity.	68.50 Inc. F.E.T.
YVAR	16 mm	f 2.8	f 22	Wide angle lens for Bolex H-16 and other 16-mm cameras; focuses from 1 ft. to infinity; depth of field scale; in "C" mount.	78.75 Inc. F.E.T.
SWITAR	25 mm	f 1.4	f 22	High speed lens for Bolex H-16; focuses from 1½ ft. to infinity; depth of field scale.	183.75 Inc. F.E.T.
	25 mm	f 1.5	f 22	Same as above.	119.50 Inc. F.E.T.
PIZAR	26 mm	f 1.9	f 22	Same as above; in "C" mount.	97.00 Inc. F.E.T.
YVAR	75 mm	f 2.8	f 22	Telephoto for Bolex and other 16-mm. cameras; depth of field scale; focuses from 5 ft. to infinity; in "C" mount.	99.50 Inc. F.E.T.
	100 mm	f 3.3	f 22	Same as above; focuses from 8 ft. to infinity.	123.50 Inc. F.E.T.
	150 mm	f 4	f 22	Same as above; focuses from 10 ft. to infinity.	169.50 Inc. F.E.T.
KILFITT Dist. Kling Photographic Supply Corp.					
KILAR	3½"	f 3.5	f 32	Telephoto for 35-mm cameras taking interchangeable lenses; price with Kilarflex mirror reflex housing attachment for Leica only, $149.50.	85.00 Inc. F.E.T.
	5¼"	f 3.8	f 32	Same as above; with Kilarflex, $195.00.	120.00 Inc. F.E.T.
LEITZ					
TELYT	400 mm	f 5	f 32	Telephoto; fitted in mirror reflex housing; coated except outer surface.	682.50 Inc. F.E.T.
NIKKOR Dist. Overseas Finance & Trading Co., Inc.					
CINE NIKKOR	13 mm	f 1.9	f 16	High speed lens for 8-mm movie cameras; coated; chromium plated; choice of fixed focus or focusing mounts.	Upon Request
	13 mm	f 2.5	f 32	Same as above; fixed focus only.	
	1½"	f 1.9	f 16	Telephoto for 8-mm movie cameras; coated; in focusing mount.	
NIKKOR, Anastigmat	35 mm	f 3.5	f 16	Wide angle lens for 35 mm cameras; coated except outer front surface; chromium plated Nikon mount (fits Contax) or Leica mount.	Upon Request
	50 mm	f 1.4	f 16	High speed standard lens for 35 mm cameras; coated except outer front surface; Nikon mount (fits Contax) or Leica mount.	
	50 mm	f 2	f 16	Same as above.	
	50 mm	f 3.5	f 16	Same as above.	
	85 mm	f 2	f 16	Telephoto; same as above.	
	100 mm	f 4	f 16	Same as above.	
PAM Photographic Arts Mfg. Co.					
STARK PLATAR	1½"	f 3.5	f 16	Anastigmat with screw mount for 8-mm movie cameras; depth of field scale; fixed focus; coated.	27.50 Inc. F.E.T.
	1½"	f 3.5	f 16	Same as above; focusing mount.	36.50 Inc. F.E.T.
	6 mm	f 1.9	22	Extreme Wide Angle for 8-mm movie cameras; fixed focus; coated.	48.50 Inc. F.E.T.
	3"	f 2.9	22	Telephoto for 16-mm or 8-mm cameras; all elements coated.	57.50 Inc. F.E.T.
SCHNEIDER Dist.—Burleigh Brooks Co.					
XENAR	135 mm	f 4.7		General-purpose lens; coated; in Compur Rapid Synchro shutter.	52.75 Inc. F.E.T.
XENON	20 mm	f 1.5		For 16 mm movie cameras; coated; wide-angle.	92.92 Inc. F.E.T.
SYMMAR	135 mm	f 6.8		Symmetrical anastigmat; single triplets may be used alone, giving focal length approx. twice combination; in Compur Rapid Synchro shutter.	57.65 Inc. F.E.T.
	180 mm	f 6.8		Same as above; in Compur Synchro shutter.	101.87 Inc. F.E.T.
ISOGON	40 mm	f 4.5		In special focusing mount for Kine Exakta; also available on special order for Praktiflex, Reflex Korelle, Primaflex, and standard Exakta (4x6½ cm); wide angle. (Normal and telephoto lenses also available.)	56.18 Inc. F.E.T.
SPIRATONE					
SPIRATONE	1"	f 3.5	f 16	Telephoto lens for 8-mm movie cameras; anastigmat; coated; screw mount; fixed focus.	9.95 Inc. F.E.T.
	1½"	f 3.5	f 22	Same as above; focusing mount.	16.95 Inc. F.E.T.
SOLA Dist.—Spiratone Photo Supplies					
SUN	90 mm	f 4	f 22	Telephoto lens in focusing mount for Kine Exakta camera; coated.	29.95 Inc. F.E.T.
	90 mm	f 4	f 22	Same as above; in coupled Leica mount.	39.95 Inc. F.E.T.
	135 mm	f 4	f 22	Same as above; for Kine Exakta only.	39.95 Inc. F.E.T.
UNIVERSAL CAMERA CORP.					
UNIVAR	1½"	f 3.5	f 22	Telephoto lens for Cinemaster and other 8-mm movie cameras; coated; anastigmat; focusing mount.	42.00 Inc. F.E.T.
WOLLENSAK					
RAPTAR, Series II, Anastigmat	50 mm	f 4.5	f 32	For general photography, portrait, commercial and copy work; coated; covers 1x1½; in Alphax $27.15; in Alphax synch. $30.15; in Rapax $37.15; in Rapax M-F synch. $54.65; in Rapax full synch. $62.90; in barrel with iris.	32.26 Inc. F.E.T.
	75 mm	f 4.5	f 32	Same as above; covers 2¼x2¼; in Rapax $44.76; in Rapax X synch. $52.76; in Rapax full synch. $65.51; in Alphax $29.76; in Alphax synch. $34.76; in barrel with iris.	34.88 Inc. F.E.T.
RAPTAR CINE LENSES	13 mm	f 2.5		Normal lens for 8-mm cameras; coated; fixed focus.	20.13 Inc. F.E.T.
	38 mm	f 3.5		Telephoto for 8-mm cameras; coated; in focusing mount.	43.13 Inc. F.E.T.
	38 mm	f 3.5		Same as above; fixed focus.	25.88 Inc. F.E.T.
	38 mm	f 2.5		Same as above; in focusing mount.	60.38 Inc. F.E.T.
	25 mm	f 1.9		High speed telephoto for 8-mm cameras; coated in focusing mount.	57.21 Inc. F.E.T.
	40 mm	f 1.5		Same as above.	109.25 Inc. F.E.T.
	75 mm	f 4		Same as above.	63.25 Inc. F.E.T.
	75 mm	f 2.5		Same as above.	89.70 Inc. F.E.T.
	40 mm	f 1.5		Telephoto lens for 16-mm cameras; coated; in focusing mount.	109.25 Inc. F.E.T.
	75 mm	f 2.5		Same as above.	89.70 Inc. F.E.T.
ZEISS, Jena Dist.—Ercona Camera Corp.					
CARL ZEISS UNIVERSAL TESSAR	2"	f 3.5	f 22	Anastigmat; coated; covers 1 11/16x1 11/16; in Compur Rapid shutter $50.00; in barrel with iris.	39.00 Inc. F.E.T.
	2"	f 4.5	f 32	Same as above; covers 1 3/8x2 3/8 in Compur Rapid shutter $47.50; in barrel with iris.	36.00 Inc. F.E.T.
	3"	f 3.5	f 22	Same as above; covers 1 3/4x2 9/16; in Compur Rapid shutter $55.00; in barrel with iris.	45.00 Inc. F.E.T.
	3"	f 4.5	f 32	Same as above; covers 2 3/8x2 3/8; in Compur Rapid shutter $47.50; in barrel with iris.	36.00 Inc. F.E.T.
	4⅛"	f 3.5	f 22	Same as above; covers 2½x3½; in Compur Rapid shutter $75.00; in barrel with iris.	55.00 Inc. F.E.T.
	4⅛"	f 4.5	f 32	Same as above; in Compur Rapid shutter $54.00; in barrel with iris.	39.00 Inc. F.E.T.
	5¼"	f 4.5	f 32	Same as above; covers 3¾x4¾; in Press Compur $79.50; in barrel with iris.	55.00 Inc. F.E.T.
	5¼"	f 6.3	f 32	Same as above; in Compur Rapid shutter.	55.00 Inc. F.E.T.
	6"	f 3.5	f 22	Same as above; covers 4x5; in Compur Rapid shutter $150.00; in barrel with iris.	99.00 Inc. F.E.T.
	6"	f 4.5	f 32	Same as above; in Press Compur $87.00; in barrel with iris.	60.00 Inc. F.E.T.

LIGHT FILTERS

Manufacturer or Distributor and Name	Lens Dia., or Size	Type of Mount	Description and Colors	Prices Mtd.	Prices Unmtd.
ACRA INSTRUMENTS DIV. Pacific Universal Products					
Acra-coted	19-51mm	.....	Round and special shapes; dyed film between glass; coated optical glass; mounted in metal rings. Colors: K-2, yellow. G, orange. 23-A and 25-A, red; X-2, green, 2A, haze. Conversion filters: Type A85, Photoflood No. 80, and Ansco Nos. 10, 11, and 12. Compensating filters: CC13, 14, and 15. Ultra violet filters: CC95 (Ektachrome), UV15, UV16, and UV17 (Ansco Color).	$1.95-3.45	
ANSCO					
Ansco Color Film Filters	19-51mm	.....	Round; gelatin between glass, mounted. Conversion No. 10 for exposing daylight-type Ansco Color film under 3200K. Conversion No. 11 for exposing tungsten-type Ansco Color film under daylight. Ultra violet absorbing UV16 and UV17.	2.10-4.00	
Glass Mounted Filters	20.3-23.3 mm	Slip-on	Round; gelatin between glass. Colors: Yellow, light, medium, dark; green, and red.	2.25-2.50	
Color Film Filter Foils	2x2"-4x4"	.....	Square; for use over camera lens when exposing Ansco Color film. Color Compensating filters: Yellow, Nos. 23, 24, 25, 26. Magenta Nos. 33, 34, 35; Cyan Nos. 43, 44, 45. Conversion filters No. 10 and 11 used as detailed above, and No. 12 for exposing tungsten-type Ansco Color film under electronic flash. Ultra violet absorbing filters UV15, UV16, UV17. Sets containing 11 filters available.		$ .66-2.62
AREL, INC.					
Kent Filter Kits	19-35 mm	Screw-in	Round; optical glass, lens shade combination; for various Eastman, Bell & Howell, Revere, and Keystone movie cameras; Argus and Mercury still cameras. Colors: yellow, green, red, haze. Type A, Chrome Flash, and blue. Kit has 6 filters, and lens shade.	5.95-9.95	
BELL & HOWELL CO.					
B & H	12.5-37.5 mm	Screw-in	Round; optical glass; for B&H lenses: 12½mm f 3.5 Anate, 12½mm f 2.5 Mvtal, 12½mm f 2.5 Anate, 12½mm f 2.5 Anart, 0.5" f 2.8 Anate, 0.5" f 2.5 Comat, 0.5" f 1.9 Super Comat, 0.5" f 1.4 Ivotal, 17mm f 2.7 Ansix, 0.7" f 2.5 Super Comat, 1" f 3.5 TTH, 1" f 2.7 TTH, 1" f 2.7 Ansix, 1" f 2.5 Ansix, 1" f 2.5 Comat, 1" f 1.9 Dutal, 1" f 1.9 Lumax, 1" f 1.9 (T-2.1) Super Comat, 1" f 1.5 Kinic, 1.5" f 3.5 Telate. Colors: Yellow, Kodachrome Type A, Kodachrome Haze.	6.42-8.46	
LOU BERTZ					
Addacolor	2x2"-2¼x2¼"	See Col. 4	Gelatin squares added as a permanent part of glass or readymount mount for transparencies. Colors: Yellow, Cyan, Magenta, Red, Green, Blue. Used as color correcting filters for color slides AFTER processing. Packed in sets of 24, four each of six colors.		.65-.95
C. A. BIRCH-FIELD LAB.					
Varisco A Variable Contrast	⅛-1 inch	.....	Round; gelatin on acetate film; for contrast control of Varigam paper; placed between the lens in enlarger. Colors: Yellow, Red, Purple. Proportions of colors varied by adjustment of lens diaphragm.		3.00
BURLEIGH BROOKS CO.					
Optochrom	19-58 mm	Slip-on	Round; dyed optical glass. Colors: Yellow, extra light, light, medium, dark; Yellow-Green, light, medium; Ultra Violet, Blue, Red, Reform (sky, expiration).	2.40-11.25	
Optochrom Filter Sets	25-42 mm	.....	Filters in filter holder, slip-on, or special mounts. Set A (one each) Yellow, light, medium; Ultra Violet. Set B (one each) Yellow Green, light, medium; Blue. Set C (one each) Yellow, medium; Yellow-Green, light; Red. Prices on request.		
CURTIS LABORATORIES, INC.					
Curtis Color Balance	19-52 mm 2x2"-3x3"	.....	Round and square; gelatin between optical glass; for sensitometric correction to color film where needed; not designed for use as color compensating filters		5.00-9.00
DEJUR-AMSCO CORP.					
DeJur-Wollensak	13-38 mm	Screw-in	Round; optical glass; for Wollensak lenses on DeJur cine cameras. Colors: Haze, Kodachrome Type A; Yellow, 2X, Red, 6X. Mounted in built-in lens shade.	2.90-3.45	
	9 mm	Screw-in	Same as above, for 9 mm wide-angle lenses.	4.05-4.60	
E. I. DU PONT DE NEMOURS					
"Varigam"	2x2"	Card	For contrast control of "Varigam" paper; square gelatin; 10 colors ranging from yellow through yellow-blue mixtures to blue. Set 5A (1, 3, 5, 7, 10). Set 5B (2, 4, 6, 8, 9) and Set 10C (all); sets include special metal universal filter holder.	Single 3.03-5.23	
EAGLE PHOTO SUPPLY					
Eagle Ray	1⅛"-4½"	Slip-on	Round, medium rapid filter, requires 3 times normal exposure, corrected to admit all the bright visual colors and the more chemically active colors.	1.65-8.55	
Royal Ray	1 5/16"-4½"	Slip-on	As above; requires 8 times increase of exposure.	1.65-8.55	
Royal Foreground Ray					
Style A	⅞"-4½"	Slip-on	Round; graduated from strong Orange-Yellow to transparent; for use as Sky filter and also in photographing objects more strongly lit on one side than on the other.	2.00-8.00	
Style B	1 5/16"-3"	Slip-on	As above; mounted in sliding oblong frame so as to bring any desired depth of color in front of the lens.	1.50-3.75	
EASTMAN KODAK CO.					
Wratten Light Filters	⅞"-5"	Slip-on, screw-in, or unmounted	Lacquered gelatin; gelatin cemented in "B" glass or in "A" glass, round or square. Over 100 types, including: Yellow, K2, G; Yellow-Green, X1; Green, B; Blue, C5; Red, A; Color-Separation; Neutral Density, etc.		
Kodak Skylight Filter (Wratten No. 1A)	⅞"-3¼" 2x2", 3x3"	Slip-on, screw-in, or unmounted	Used with daylight-type color films for improved rendering in open shade or other bluish daylight conditions.		
Kodak Light Balancing Filters (Wratten No. 81-81G, 82-82C)	1⅜"-2" 2x2", 3x3"	Slip-on or unmounted	Eight Yellowish (No. 81 series) and 4 Bluish (No. 82 series) for exposing artificial-light color films. Effective color temperature lowered or raised, respectively, in steps of about 100 K.		
Kodak Color Compensating Filters	1⅜"-2" 2x2", 3x3"	Slip-on or unmounted	Used for color balance and light source correction with color films. Yellow, Magenta, Cyan, Red, Green, and Blue series of six filters each, densities .05, .10, .20, .30, .40, and .50.		
EDNALITE OPTICAL CO., INC.					
Chess-United	All still & movie	See Col. 4	Round; optical glass; chrome finish mount; available for slip-on, screw-in, and special mounts; lens shade combination. Colors: Yellow, light, medium, dark; Yellow-Orange; Red, light, medium, dark; dark Infra Red; Chrome-Haze; ChromeA; ChromeBlue; ChromeFlash; Green, light, medium; Neutral, light, medium.	1.95-3.95	1.35-5.00
Chess-United Educational Filter Kits	See Col. 4	See Col. 4	Contains lens shade, 3-compartment case, light yellow, and light green filters; —1 diopter portrait lens. For Beacon, Brownie Reflex, Rediflex, Fed-Flash, Duoflex, and Vigilant, Jr. cameras.	4.95	
EdnaLite	All still & movie	See Col. 4	Round; optical glass coated on both sides, series filters mounted in shock-proof rim; available for slip-on, screw-in, and special mounts; lens shade combination. Same colors available as the Chess-United filters.	2.75-5.25	1.85-7.50
EdnaLite Cine Filter Turret	Movie cameras	See Col. 4	Combination 5-position filter turret and lens shade; round; coated optical glass. Colors: ChromeA; ChromeBlue; ChromeHaze; Yellow, medium; Red, medium.	17.50	
ENTECO INDUSTRIES, INC.					
Enteco Light Filters	16-76 mm	See Col. 4	Round; optical glass; coated and uncoated; dural mounted in series sizes IV, V, VI, VII, VIII, IX. Fit in all standard mounts plus Enteco screw-in, slip-on and set-screw adapters. Colors: Yellow, light, medium; Red; Green, light, medium; Orange; Haze; Skylight; Photoflood; Colorflash; Type A; Conversion, 10, 11, 12; UV15, UV16, UV17.	1.85-5.25	
Enteco Thin Filters	16-84 mm	See Col. 4	Round; optical glass, coated and uncoated; mounted in sizes from 16 mm to 84 mm in same colors and to fit same mounts as above.	1.35-3.25	
Enteco Filter Kits	See Col. 4	See Col. 4	Kits of four filters, for black-and-white or color; coated or uncoated. In sizes for Series IV, V, VI, VII, VIII, IX, and 21.5, 31.5, 39, and 51 mm.	2.45-12.25	

Manufacturer or Distributor and Name	Lens Dia., or Size	Type of Mount	Description and Colors	Prices Mtd.	Prices Unmtd.
FALBROOK PHOTO SUPPLY Falco	15-108 mm	.....	Round, optical glass, lens shade combination; for Revere, Argus, Mercury II, Kodak models 60, 90, 20, and 25, Wollensak lenses. Colors: all densities, Yellow, Red, Green, Orange, Infra Red, Blue Type A, Haze, chrome flash.	$1.25-1.50	$ 0.75-12.50
Falco Filter Kits	.....	.....	For all movie cameras and 35 mm miniatures; kit includes lens shade, wallet-type case containing yellow, green, red, haze, Type A, Kodachrome blue.	5.95	
GALLINGER BROS., INC. G. B. Filters	31.5-19 mm	.....	Round and square, optical glass; round filters mounted in rings. Colors: Yellow, light, medium, Red, Green, Orange, Haze, Blue. Available in leather-cased set of 4.	1.25-1.50	.80-2.00
C. P. GOERZ AMERICAN OPTICAL Panortho	21-61 mm	Slip-on	Round, optical glass, lens shade combination; mounted filters up to 42mm, unmounted up to 61mm; any color set acceptable for selection. Colors: Pale Yellow, U.V., Yellow, POI, POII, Green, POI, POII, Blue (compensating), Red (contrast), Orange. Desired combination obtained by stacking the individual cells.	2.50-3.75	1.50-7.50

(Continued)

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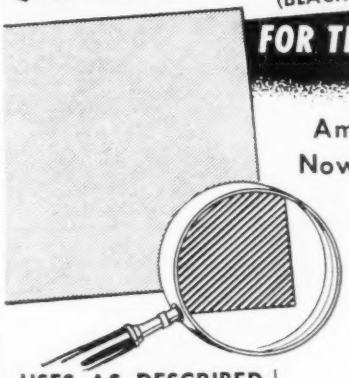

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2123-P	75	.75	2136-P	110	2.00
2124-P	80	.75	2137-P	120	2.00
2125-P	85	.75	2138-P	133	2.00
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LIGHT FILTERS—Continued

Manufacturer or Distributor and Name	Lens Dia., or Size	Type of Mount	Description and Colors	Prices Mtd.	Prices Unmtd.
HARRISON & HARRISON					
Duraline for Argus & Movie	See Col. 4	Screw-in	Two pieces of optical glass laminated together with cementing plastics which carries the color. Available in all standard filter colors, also color-correcting colors. For Argus C2, C3, and movie lenses.	$3.51	
Metal-Bound	19-52 mm	.....	As above, mounted in metal band; available in all standard filter colors for black-and-white photography.	1.70-4.65	
Color Correcting C & B	19-52 mm	.....	Same type as above; available in numerous types for use in correction of various phases of sunlight or artificial light for normal rendition on color film; also for correction daylight film for indoor use, and vice versa.		$2.25-4.65
Filter Sets	.....	.....	Available for color, black-and-white, or combination. Sets contain 4 to 22 filters.		84.00
Light Corrector Sets	See Col. 4	.....	Available in round, 19 to 52mm size, or 2x2", and 3x3" squares, includes meter.		136.80
HEITZ & LIGHTBURN					
Pignons	30-46 mm	Slip-on	Round, optical glass, designed for Alpa Reflex camera and its interchangeable lenses. Colors: Yellow, light, medium, and dark; Orange, light, medium, dark; Green, medium; Yellow-Green; Ultraviolet; Blue, light; Red, light, medium.	2.70-6.75	
KIN-O-LUX, INC.					
Marks Polarator	19-42 mm	Screw-in	Neutral polar screen to eliminate unwanted glare and reflection; lens shade combination.	5.95-6.95	
	15 mm	Slip-on	Same as above, for movie cameras; lens shade combination.	3.75	
E. LEITZ, INC.					
Leica	34 mm	Slip-on	Round, optical glass; for 28 mm, 35 mm, and 50-mm Hektor, Elmar, and Summar lenses; all 90 mm, 127 mm, and 137-mm lenses. Colors: Yellow 1, 2; Green 1, 2; Orange-Red; Infra-Red 1, 2, 3; Kodachrome Skylight; Kodachrome Type A; Kodachrome Photoflood; and Chrome Flash.	7.77-8.68	4.83-5.78
	50 mm	Screw-in	Same as above.	7.28-7.77	
	28-135 mm	Slip-on	Round, optical glass; polarizing filters; black mount; filter rotates in collar which pivots on clamping ring. Adapters for above filters to fit Rolleiflex-Rolleicord and Contax cameras.	31.92-33.92	4.20
MANSFIELD INDUSTRIES					
Raydex	17-150 mm	.....	Round, optical glass; lens shade combination. Colors: Yellow, light, medium, dark; Red; Green; Orange, light, medium, dark; Type A conversion; Haze; Kod. Blue; Chrome Flash. Available in kits for various miniature and movie cameras.	1.75-2.75	.85-2.25
MILLER OUTCALT					
Mil-O	19-50.5 mm	.....	Round, optical glass, metal bound. Colors: Yellow, medium; Red, light, medium; Green, light; Orange; Haze; Mil-O Nos. 10, 11 (Ansco) UV15, UV16, UV17; Type A Conversion; Blue, 2A, CC13; CC95; CC15.	1.50-3.25	
OPTEX CORP.					
Optex	27-55 mm	.....	Optical glass; beveled. Colors: Yellow, light, medium, dark; Green, light, medium; Orange; Red, light, medium; U.V. Sets of above and sets for tricolor work available. Prices on request.	1.00-3.50	
PHOTO RESEARCH CORP.					
Spectra: CT (color temperature) and GC (green correction).	See Col. 4	See Col. 4	Color correcting filters; gelatin between optical glass; coated. Colors: Turquoise, 6 filters from T1 to T6; Salmon, 6 filters from S1 to S6; Green, 3 filters from G1 to G3; Magenta, 3 filters from M1 to M3. Mounted in metal anodized in matching colors. From Ser. V to Ser. VIII, and 2x2 and 3x3 inch squares. Complete set of 18 filters.	2.75 8.00	
PIONEER SCIENTIFIC					
Polaroid	See Col. 4	See Col. 4	Round; acetate between glass; designed to fit most 8mm and 16mm movie cameras, and still miniature cameras; neutral and yellow polarizing; mounted in lens shade on which is indicated the axis of the filter and 180° scale marking; 22 different sizes.	5.28-6.12	
	19-52 mm	Unmounted	Round; acetate between glass. Neutral and yellow Polarizing filters. In series V, VI, VII, VIII; also in 2.2-mm thickness, from 21.5 to 51-mm.		5.28-13.50
POLAROID CORP.					
Filter Kit #541	30-32 mm	Slip-on	Set of 3 filters specially adapted to Polaroid Land camera, and others of same diameter lens mount, satin aluminum finish. Colors: Yellow; neutral density; polarizing filter.		5.95 plus tax.
PONDER & BEST					
PB Filters	19-50.5 mm	.....	Round; optical glass; polished edges; lens shade combination; fits Series V, VI, VII, adapter rings. Colors: Yellow, Orange, Red, Green, Haze.		1.95-4.15
PB Conversion Filters	19-50.5 mm	.....	Round; gelatin between glass; lens shade combination; same size as above. C4 (Kodachrome Type A to Daylight); UV2 (Kodachrome Type B and Ansco Color Tungsten with flash; C5 (Tungsten to Daylight), B2 (for Flash); B4 (for Flood).		1.75-2.95
PB Filter Kits	See Col. 4	.....	Ten kits available for Argus A, C-2, C-3, Argoflex, Kodak Bantam, Kodak 35, Mercury II; Leica; Perfex; kit includes lens shade and filter holder. Yellow, medium; Red, medium; Haze, Type A conversion.	8.95	
PB Movie Kits	.....	.....	Ten kits available for various 8 and 16mm cameras, kit includes lens shade, filter holder, Haze and Type A conversion filters, and pouch.	4.95	
PB Colorfilm Kits	19-31.5 mm	.....	Nine kits containing lens shade and filter holder (Series V, and 31.5 filters) Haze and Type A filters, filter pouch. For same cameras as the PB Filter Kit.	5.50	
SEARS, ROEBUCK & CO.					
Tower	19-42 mm	.....	Round, optical glass; lens shade combination. Colors: Yellow, medium; Orange; Red.	1.95	
SPIRATONE					
Spiratone	21.5-42 mm	See Col. 4	Round, optical glass. Colors: Yellow, medium; Green, medium; Orange; Red, medium; Blue Photoflood; Type A; Haze, UV16, UV17.	1.00-1.25	.75
	21.5-42 mm	.....	Polarizing Neutral.	2.00-2.98	
TIFFEN MFG. CO.					
Cine and Mini Mounted Filters	See Col. 4	See Col. 4	Round; dye between optical glass; slip-on and screw-in mounts for all movie cameras, movie lenses, and miniature cameras. Colors: Yellow, medium; Red, light; Green, light; Orange; Type A; Blue Photoflood.	2.40	
Photar	See Col. 4	See Col. 4	Round, dye between optical glass; slip-on, screw-in, lens shade combination and bayonet mounts. For all cameras and lenses. Colors: Yellow, light, medium; Red, light; Green, light; Orange; Haze, No. 1, No. 2-A; Type A; Blue Photoflood. Conversion filters: 10, 11, 12, UV15, UV16, UV17, CC13, CC14, CC15, CC95 Daylight Flash 2-B. Available coated and uncoated. Filter kits also available	1.35-10.00	
U. D. A.					
Cloud-on Filters	See Col. 4	Stick-on	Round, plastic stick-on mounts, two sizes, 1" and 1 3/8 inches. Colors: Red; Yellow; Green, all medium density.		.55
ATS Filters	See Col. 4	Stick-on	Same as above, conversion type for using Type B Kodachrome outdoors.		1.50
WOLLENSAK OPTICAL CO.					
Wollensak Color Filters	See Col. 4	Screw-in	Round, optical glass, to fit all 8 and 16mm Wollensak Cine lenses. Colors: Yellow, 2X, 4X; Red; Haze, Neutral Density; Type A daylight filter for Kodachrome.	2.59-6.90	

FRONT (SUPPLEMENTARY) LENSES

Manufacturer or Distributor	Type	Fits Lens Mount	Slip-on or Screw-in	Purpose	Price
BELL & HOWELL					
Widor	Positive	See Col. 5	Screw-in	For 8-mm movie lenses—12½ mm f 3.5 Anate, f 2.5 Anart and Anate; 1" f 2.5 Ansix. Doubles the angle of view.	$36.50
CAMERA SPECIALTY					
Wirgin Telor Telephoto	Negative	See Col. 5	Screw-in	Telephoto for 8 and 16-mm cameras. 10 models for various lens mounts; 2x magnification; micrometer focusing mount.	29.50
Wirgin Cine Amplon	Positive	See Col. 5	Screw-in	Wide-angle for 8 and 16-mm cameras; 13 models for various lens mounts; 4 times normal area covered; micrometer focusing mount.	33.50
CHESS-UNITED CO.					
Chess-United Portrait	Positive	19-50.5 mm	See Col. 5	Portrait and close-up work—(+1, +2, +3 diopters) used with Chess-United Sunshade Filter Kits.	1.50 to 5.50
	Positive	See Col. 5	Screw-in	In Series sizes and other standard sizes, mounted and unmounted; for all still and movie cameras; +1, +2, +3 diopters.	2.75 to 3.95
EASTMAN KODAK					
Kodak Close-up Attach.	Positive	¾"-1¼"	Slip-on	Close-up attachment of +¾ diopter; sizes for almost every camera.	1.85
Kodak Telek	Negative	1¼"-2"	Both	Telephoto attachment of —1, —2, —3, —4 diopter, Series VI, VII, diameters 1⅜" and 2" respectively.	3.35 and 4.15
Kodak Portra	Positive	⅝"-2"	Both	Ultra-close-up attachment of +1, +2, and +3 diopters, Series IV, V, VI, and VII, diameters, 11/16", 1⅜", and 2" respectively.	2.50 to 4.15
Kodak Portra	Positive	In W mount	Slip-on	For movie cameras. Portrait attachment of +1¾, +3¾ diopter.	4.49
Cine Kodak Close-up attach.	Positive	In Z Mount ⅝" Mount dia.	Slip-on	Close-up attachment for cine lenses of ⅝" outside diameter +¾ diopter.	1.34
Kodak Vuedar Converter 13mm to 9mm	Positive	.. .. ..	Screw-in	Optical converter that reduces the 13-mm f 2.7 Kodak Cine Ektanon Lens and 13-mm f 1.9 lens to 9mm effective focal length.	32.50
Kodak Ektar Converter 25mm to 15mm	Positive	....	Screw-in	An optical accessory that reduces the focal length of the Kodak Cine Ektar Lens, 25-mm f 1.4 to an effective focal length of 15-mm.	80.00
EDNALITE OPTICAL CO					
Portrait Lens	Positive	All sizes	Both	Coated supplementary lens or close-ups, portraits, microphotography, etc.	1.75 to 5.50
ELGEET OPTICAL					
Elgeet Portrait Attach.	Positive	See Col. 5	Screw-in	Portrait attach. for Elgeet ½" cine-lenses; at f 1.9, objects at 2½ feet in focus—at f 22, objects at 6 inches in focus.	2.95
Wide Angle Attach.	Positive	See Col. 5	Slip-on	Coated wide-angle attachment for all model 8-mm projectors. Projected image covers 4X area of standard lenses. Screen area ordinarily covered in 20' room, can now be covered in 10' room when using attachment, chrome finish.	On Request
ENTECO INDUSTRIES, Inc.					
Enteco Proxar Plus 1, 2, and 3	Positive	23.5-44.5 mm	See Col. 5	For close-up, copy, and portraiture; coated or uncoated; metal ring mounted. Series IV, V, VI, VII, VIII, IX, and 21.5 mm, 31.5 mm, 39 mm, 51 mm. Fit all standard mounts plus Enteco screw-in, slip-on, and set-screw adapters.	1.35 to 12.00
FOTO-RULE CO.					
Foto-Rule Zuptar	Positive	See Col. 5	Screw-in	Coated close-up attachment of +1, +2, +3 diopter. Series V and VI.	2.35 to 2.85
HEITZ AND LIGHTBURN					
Pignons Close-up	Positive	30-35 mm	Slip-on	Supplementary lens for close-up and copying. 35 mm is coated.	3.30 to 6.75
Diffusion Disc	.....	30-46 mm	Slip-on	Diffusion disk for portraiture.	3.90 to 6.75
E. LEITZ, INC.					
Elpro	Positive	See Col. 5	Screw-in	Coated supplementary lens for close-up work; +1 diopter. For 50-mm Elmar lens only.	14.00
Elpic	Positive	See Col. 5	Screw-in	Same as above; +2 diopter.	15.75
Elpet	Positive	See Col. 5	Screw-in	Same as above; +3 diopter.	19.60
MANSFIELD INDUSTRIES					
Gruenex Telephoto	Negative	See Col. 5	Both	Coated supplementary lens for telephoto work with 8-mm movie cameras. Brings distance of 100 ft. down to apparent 36 feet.	18.86
				Same as above, for 16 mm movie cameras.	22.20
				Same as above, for 35 mm cameras.	22.20
				Same as above, for folding cameras up to 2¼x3¼	22.20
				Same as above, for all 2¼x2¼ reflex cameras.	32.82
Raydex Portrait	Positive	15-150 mm	Both	Coated lens for portrait work. Available in +1, +2, and +3 diopters for all cameras.	1.25 to 1.50
Raydex Wide-angle	Positive	See Col. 5	Screw-in	Coated auxiliary wide-angle lens for all 8-mm cameras.	17.25
				Same as above. For 16-mm movie cameras.	22.20
				Same as above. For 35-mm cameras.	22.20
				Same as above. For folding cameras up to 2¼x3¼.	22.20
				Same as above. For all 2¼x2¼ reflex cameras.	32.82
MORTON COMPANY					
Magni-For	Negative	See Col. 5	Both	Coated supplementary telephoto lens for all 35-mm cameras with non-interchangeable lens fronts. Halves the apparent distance, with no loss in speed of lens. Available with combination lens shade and filter holder, viewfinder mask, and conversion table.	29.95
Dilitar	Positive	44-105mm	Slip-on	Coated supplementary wide-angle lens; .7X, 6-element; converts 50-mm lens to 35-mm; 80-mm to 56-mm, double coverage without loss of speed.	59.95
OPTEX CORP.	Positive	19-50.5 mm	Unmounted	Supplementary lens of +1, +2, and +3 diopter, for portrait and close-up photography. For all cameras.	1.00 to 2.00
PHOTOLIX, INC.					
Stereo-Angle lens	Positive	All Ser. V	Both	Corrects for necessary toe-in of stereo camera.	9.95 for set of two.
Angle lens	Positive	All Ser. V	Both	Corrects for parallax displacement of twin-lens reflex cameras.	4.95 for attachment, two lenses.
POLAROID CORP.					
Close-up Lens Kit #540	Positive	30-32 mm	Slip-on	Kit of 3 lenses; +1, +2, +3 diopter, leather case and data tape.	8.95, plus tax
PONDER & BEST					
PB Portrait	Positive	See Col. 5	See Col. 5	Complete with focusing scale. Sizes to fit PB, Kodak, and HCE lens shades and adapter rings. +1, +2, and +3 diopters.	1.55 to 2.18
SPIRATONE					
Spiratone Portrait	Positive	See Col. 5	Both	Supplementary portrait lens of +1, +2, and +3 diopter. Available in 21.5 mm, 25 mm, and sizes to fit standard Series V and Series VI adapter rings.	0.75 to 1.50
Spiratone Telephoto	Negative	20-42 mm	Both	Coated supplementary telephoto lens for 35-mm and 2¼x2¼ reflex cameras. Also Polaroid Land. Some models have interchangeable series V or VI adapters.	16.95
Spiratone Wide-angle	Positive	See Col. 5	Both	Coated supplementary wide-angle lens for 35-mm and 2¼x2¼ reflex cameras. Also Polaroid Land. Some models haye interchangeable series V or VI adapters.	16.95
TENPLUS	Positive	See Col. 5	Unmounted	Supplementary lens of +10 diopter, for extreme close-up photography. For use with Series V and Series VI adapter rings.	8.00
TIFFEN MFG. CO.					
Tiffen Portrait	Positive	16.5-85 mm	Both	For portrait work; also available with set-screw mount.	1.25 to 3.50
Photar	Positive	See Col. 5	See Col. 5	Coated or non-coated proxar-type portrait lens. Mounted in metal ring for use with adapters of 21.5 mm to Series VII size.	1.35 to 4.50
WOLLENSAK OPTICAL					
Cine Wide-angle Attach.	Positive	See Col. 5	Screw-in	Coated wide-angle attachment for Wollensak 8 and 16-mm cine lenses.	25.88

RANGEFINDERS

CHESS-UNITED

Double image type; calibrated from 2½ feet to infinity; attachable to shoe on all foreign cameras; special shoe for Kodak cameras; adjustable dial. Price, with case, $10.50.
MFR., Chess-United Co., Inc.

ERNI

Double image type; calibrated from .8 meters to infinity; chrome finish; pocket type with dial reading; attachable to camera shoe. Price, $6.95, inc. tax. Case, $1.
DIST., General Photographic Supply Co.

IDEAL

Double image type; calibrated from 2½ feet to infinity; polished black finish; pocket type with dial reading. Price, $2.95, including case and tax. Three year service guarantee.
MFR., Federal Instrument Corp.

KALART

Double image types; calibrated from approximately 4 feet to infinity; attaches directly to side of camera; coupled to a specific lens of a given focal length; simplified adjustments for re-adjustment to supplementary lens; special outlet for attaching the Kalart Focuspot accessory. Ten models for 2¼x3¼ to 5x7 cameras. Price $29.95.
MFR., The Kalart Co., Inc.

KODAK SERVICE

Split field, military type; calibrated from 2 feet to infinity; the distance is read directly through eyepiece; used as hand meter, also fits bracket on Kodak 35 f/3.5 and f/4.5 cameras; chrome. Price including case, $12.50.
MFR., Eastman Kodak Co.

METRIX

Double image type; calibrated from 2.8 feet to infinity; chrome finish; fits camera shoe; accessory clip supplied if desired. Price, $5.95, inc. tax. Case, $.60.
DIST., A. G. Photo Distributors.

HUGO MEYER CAM COUPLED

Double image type; calibrated from 2½ feet to infinity; coupled directly to camera bed on press-type cameras; compensating curve cam for each focal length lens; adapted for Focalite; protected by encircling bracket. Price, $28.50.

POCKET RANGE FINDER

Double image type; calibrated from 2½ feet to infinity; attachable to shoe on camera; black wrinkle finish; available in either feet or meters; height adapter available to clear obstruction on camera. Price, $10.50 including tax.
MFR., Hugo Meyer & Co.

PRAEZISA

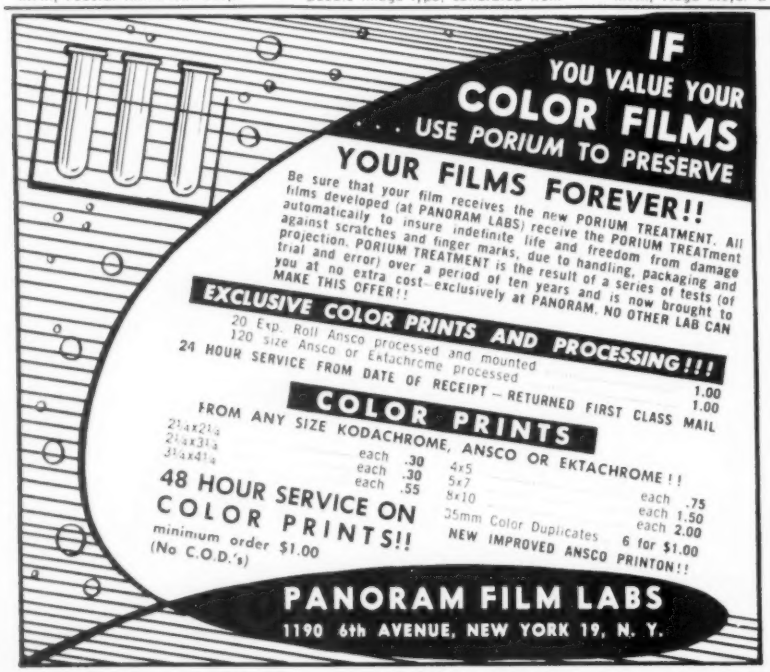
Double image type; calibrated from 2½ feet to infinity; chrome and leather finish; external adjustment screw; fits camera shoe. Price, $3.95, inc. tax.
DIST., Spiratone.

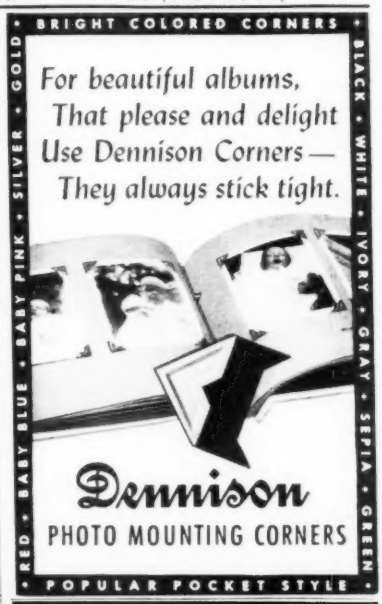
WALZ

Double image type; calibrated from 2½ feet to infinity; also available in calibrated from ¾ meter to infinity; universal attachable shoe to fit Kodak and other cameras. Price, $5.95.
DIST., General Photographic Supply Co.

WATAMETER II

Double image type; calibrated from 1⅔ feet to infinity, in 21 markings; distance is read directly through eyepiece; fits camera shoe; chrome and leather finish. Price, with leather case, $9.50, inc. tax.
DIST., Alfa Photo Corp.





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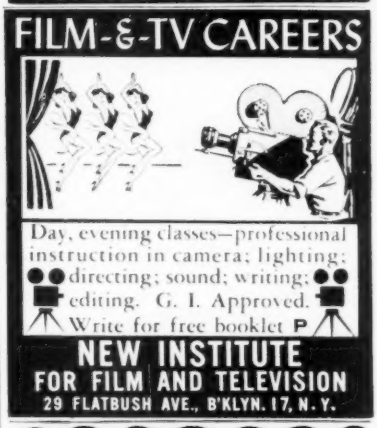

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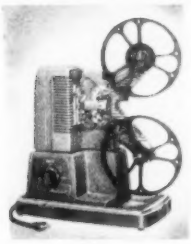
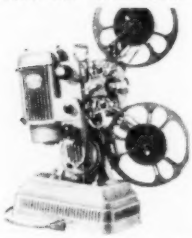
MOVIE PROJECTORS

AMPRO FUTURIST 8



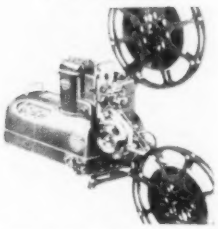
8 mm; silent; 400 feet capacity; line voltage 115, a-c, d-c; 50-60 cycles; 500 or 750-watt pre-focus lamp; direct lighting; separate light switch; ¾- or 1-inch f/1.6 coated Simpson lens; helical focusing; combination gear and belt drive; mechanical disk and wheel variable speed control, with single knob regulating all forward and reverse speeds, and single-frame projection; rotary disk shutter; constant-speed fan cooling; sealed lubrication; film snubbers; reverse; motor rewind; tilting device; built-in case; weight with case, 13½ lbs. Price on request.

AMPRO IMPERIAL



16 mm; silent 400 feet capacity; line voltage 115 a-c, d-c; 50-60 cycles; 750 or 1000-watt pre-focus lamp; direct lighting; separate light switch; 2-inch f/1.6 coated lens; combination gear and belt drive; rheostat control; barrel shutter; blower cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection device; swing-out gate; 3-tooth claw. Price, $219.50; case, $19.50.

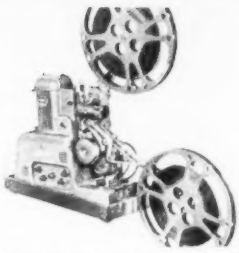
AMPROSOUND PREMIER-30



16 mm; sound and silent; 2000 feet capacity; line voltage 115 a-c, d-c; 50-60 cycles; 750 or 1000-watt pre-focus lamp; direct lighting; separate light switch; 2-inch f/1.6 coated lens; helical focusing; 1 to 4-inch lenses available; belt drive; governor speed control; 16 and 24 frames per second; barrel shutter; blower and fins cooling; film snubbers; reverse; motor rewind; tilting devices; pilot light; maximum undistorted output, 15 watts. Price, including case, $549.

AMPRO STYLIST

16 mm; sound and silent; 2000 feet capacity; portable unit, weighs 29 lbs.; 750 or 1000-watt lamp; 8-inch Alnico speaker; case and cords included; coated 2-inch f/1.6 lens (1 to 4-inch lenses available); triple

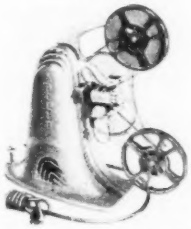


claw movement; swing-out gate; fast automatic rewind; a-c or d-c operation; rheostat speed control; Class A universal type a-c, d-c amplifier with 4 watts maximum output. Price, $375.
MFR., Ampro Corp.

APOLLO SUPER 8

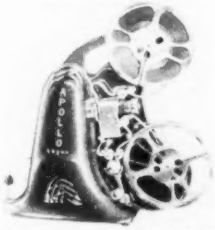
8 mm; silent; handles 400-foot reels; 110-125 a-c line voltage; coated 1-inch Simpson achromatic f/1.6 lens; 500-watt pre-focused lamp; air-blast cooling; double-claw action; 16 and 24 frames per second operating speeds; fast power rewind; rear tilting; gear drive; separate lamp and motor switches. Price, $69.50.

APOLLO P-66



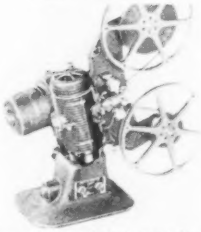
16 mm; silent; 400 feet capacity; extension arm for 2000 feet; line voltage 110 a-c only; 500-watt T-10 lamp; direct and reflected lighting; separate light switch; 2-inch f 1.85 coated lens; helical focusing; belt drive; manual belt shift for 16 or 24 frames per second; barrel shutter; blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices. Price, $79.50.

APOLLO SOUND MODEL P-96



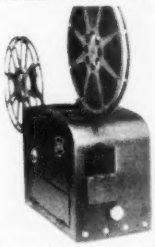
16mm; sound and silent; 400 feet capacity; extension arm for 2000-foot reels; line voltage 110 a-c only; 60 cycles; 500-watt T-10 lamp; direct and reflected lighting; separate light switch; 2-inch f/1.85 coated lens; helical focusing; belt drive belt-shift speed control; 16 and 24 frames per second; barrel shutter; blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices; claw framing; plays through user's radio; maximum output depends upon user's radio; 400-foot reel antenna; weighs 30 lbs. Price, $149.50; case and 2000 ft. extension arms, $35; case, 2000 ft. extension arms, amplifier, and built-in speaker, $60.
MFR., Excel Movie Products, Inc.

B&H REGENT



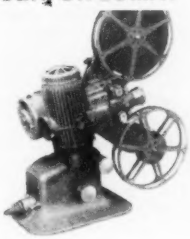
8 mm; silent; 400 feet capacity; line voltage 105-125 a-c, d-c; 500-watt B&H pre-aligned lamp; direct lighting; separate light switch; 1-inch f/1.6 coated lens; helical focusing; ¾-inch f/1.8, and 1½-inch f/2.1 lenses available; all gear drive; friction brake speed control; rotary disc shutter; blower and fin cooling; motor rewind; tilting devices; single frame projection device; metered lubrication; weighs 7 lbs.; with carrying case. Price, $169.95.

B & H FILMOSOUND SINGLE-CASE 185-C



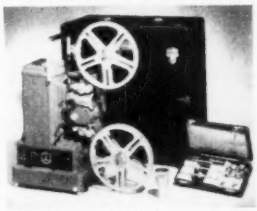
16 mm; sound and silent; 2000 feet capacity; 115 a-c line voltage; 25-60 cycles; 1000-watt B&H pre-aligned lamp; direct lighting; separate light switch; coated 2-inch B&H f/1.6 lens; helical focusing; gear drive; automatic speed control for 16 and 24 frames per second; rotary disk shutter; blower cooling with fins; film snubbers; reverse; motor rewind; tilting device; pilot light; single frame projection device; 10 watts maximum undistorted output; 400 foot reel; exciter lamp; aperture brush; oil can; spare reel arm belt; 8 or 12-inch, or power speakers may be added. Price, $449.95 including case. Accessories: microphone, auxiliary speakers, power speakers, turntables, monitor speaker; complete line of projection lenses.

B&H DIPLOMAT



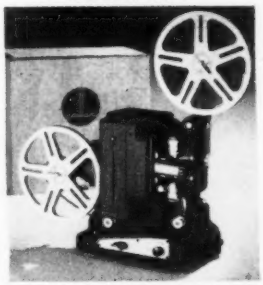
16 mm; silent; 400 feet capacity; line voltage 105-125, a-c, d-c; 750-watt B&H pre-aligned lamp; direct lighting; separate light switch; 2-inch f 1.6 coated B&H lens; helical focusing; all gear drive; friction brake speed control; rotary disc shutter; fan and fin cooling; reverse; motor rewind; tilting devices; pilot light; single-frame projection device; radio interference eliminator; metered lubrication; safe-lock sprockets; magnilite condenser; can project sound film; weighs 14 lbs. Price, with case, $289.95.
MFR., Bell & Howell Co.

BOLEX MODEL G 8-16



Combination 8 and 16 mm; silent; 400 feet capacity; extension arm for 800 feet; line voltage 110-120 a-c, d-c; 0-60 cycles; G-E T-12 pre-focus lamp; direct and reflected lighting; separate light switch; variable resistance built-in; built-in voltmeter in series with lamp; Kern-Paillard lens; sliding focus; gear and chain drive; rheostat speed control; rotary disc shutter; blower ventilation; reverse; motor rewind; tilting devices; single frame projection device; changeover kit; carrying case; change-over kit. Price, including 25-mm f/1.8 lens for 8 mm, and 50-mm f 1.6 lens for 16 mm, $331.

BOLEX M-8



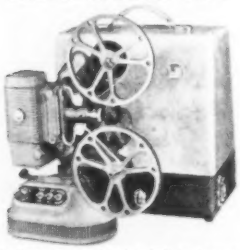
8 mm; silent; 400 feet capacity; 110-volt, a-c, d-c; 25-60 cycles; 500-watt lamp; direct lighting; variable resistance; 20-mm f/1.6 coated Kern-Paillard lens; gear drive; helical focusing; rheostat speed control; rotary disk shutter; turbo-blower cooled; sealed lubrication; film snubbers; motor rewind; tilting device; single frame projection; automatic coupling to room lights for simultaneous control; hand rewind arrangement included. Price, with reel and oiler, $162.25, including tax; case, $18.75.
DIST., Paillard Products, Inc.

DEJUR MODEL 750

8 mm; silent; 400 feet capacity; line voltage 100-125 a-c, d-c; 25-60 cycles;

750-watt pre-focus lamp; direct lighting; separate light switch; variable resistance; coated 1-inch f/1.6 lens; sliding focusing; 1-inch and 1½-inch lenses available; single frame projection device; combination belt and chain drive; rheostat control; rotary disc shutter; blower ventilation; reverse; motor rewind; tilting devices; swing-out film gate case; 400-ft reel. Price, $149.50 including tax.

DEJUR MODEL 1000

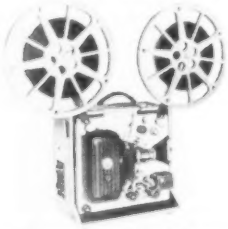


Similar to the Model 750 in features and characteristics; supplied with 750-watt lamp; has capacity for 1000-watt pre-focus lamp; automatic cord reel; case. Price, $167.50 including tax.

MFR., DeJur-Amsco Corp.

DEVRY MODEL 14000

16 mm; sound and silent; 2000 feet capacity; for a-c or d-c operation; 750- or 1000-watt lamp; 750-watt supplied; direct lighting; 2-inch f 1.65 coated lens; chain drive; 16 and 24



frames per second; fan cooling with exhaust ventilation; motor rewind; tilting devices; pilot light; maximum undistorted output, 5 watts; built-in speaker; weighs 31 lbs. Price, with single case, $369; with dual case, $411.50; with combination case, $422.50.

MFR., DeVry Corporation.

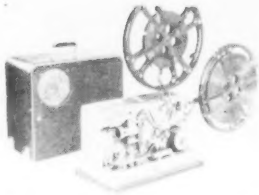
ELMO

16 mm; sound and silent; 750-watt illumination; smaller lamps can be used; 10-watt amplifier; speed control; microphone and phonograph jack; coated 2-inch f/1.6 projection lens; focusing control; 2000 feet capacity; single unit containing projector and amplifier. Price, $495.

DIST., General Photographic Supply Co.

FORWAY 10-B

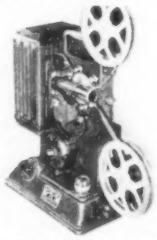
16 mm; sound and silent; 2000 feet capacity with extension arm supplied; 105-125 line voltages; 25-60 cycles; 750 or 1000-watt Westinghouse lamp recommended; reflected lighting; separate light switch; coated 2-inch Simpson f 1.6 lens; sliding focusing belt drive; governor speed control; rotary disk shutter; blower cooling; motor rewind; tilting device; 10 watts maximum undistorted output; steel



pressure shoe and gate. Price, $366 including tax and case.

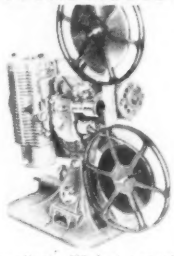
MFR., Forway Industries, Inc.

KEYSTONE MODEL R-8



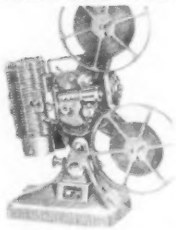
8 mm; silent; 400 feet capacity; 110 a-c, d-c line voltage; 50-60 cycles; 500-watt T-10 lamp; direct lighting; 3-position switch; 1-inch f 1.85 coated Wollensak lens; helical focusing; combination gear and belt drive; rheostat speed control; rotary disc shutter; blower cooled; motor rewind; tilting devices; pilot light; sealed lubrication with oil ducts to vital parts; weighs 23 lbs. Price $74.50; case, $10.50.

KEYSTONE MODEL K-68



8 mm; silent; 400 feet capacity; 110 a-c, d-c line voltage; 50-60 cycles; 750-watt T-12 lamp; direct lighting; 3-position switch; coated 1-inch f/1.6 lens; helical focusing; combination gear and belt drive; rheostat speed control; rotary disk shutter blower cooling; sealed lubrication with oil ducts to vital parts; motor rewind; tilting device; pilot light; single frame projection device. Weighs 17 lbs. Price, $99.50; case, $10.50.

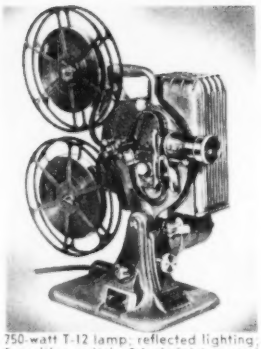
KEYSTONE K-108



8 mm; silent 400 feet capacity; 110 a-c, d-c line voltage; 50-60 cycles; 750-watt T-12 lamp; direct lighting; 3-position switch; 1-inch f 1.6 coated Wollensak lens; helical focusing; gear drive; rheostat speed control; rotary disc shutter; blower cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection; special threading and framing; sealed lubrication with oil ducts to vital parts. Price, $122.50; case, $10.50.

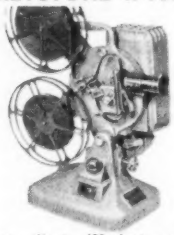
KEYSTONE A-82

16 mm; silent; 400 feet capacity; 110 line voltage a-c, d-c; 50-60 cycles;



750-watt T-12 lamp; reflected lighting; 3-position switch; 2-inch f 1.6 coated Wollensak lens; helical focusing; enclosed combination gear and belt drive; rotary disk shutter; blower ventilation; sealed lubrication; reverse; motor rewind; tilting device; pilot light; single-frame projection; special threading and framing. Price, with reel, lamp and cord, $112.50, inc. tax.

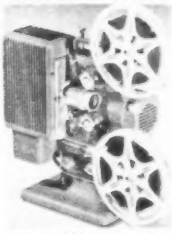
KEYSTONE K-160



16 mm; silent; 400 feet capacity; 110 line voltage a-c, d-c; 50-60 cycles; 750-watt T-12 lamp; reflected lighting; 3-position switch; 2-inch f 1.6 coated Wollensak lens; helical focusing; combination belt and gear drive; rotary disc shutter; blower ventilation; sealed lubrication with oil ducts to vital parts; reverse; motor rewind; tilting devices; pilot light; single frame projection; Cordomatic reel; special threading and framing; weighs 28 lbs. Price, $119.50; case, $10.50.

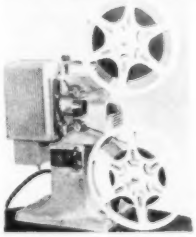
MFR., Keystone Mfg. Co.

KODASCOPE EIGHT-33



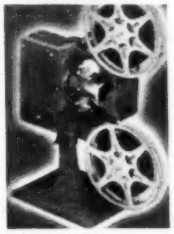
8 mm; silent; 200 feet capacity; line voltage 100-125 volts a-c, d-c; 25-60 cycles; 300-, 400- or 500-watt lamp; direct lighting; separate light switch; 1-inch f 2 Kodak coated lens; helical focusing; belt drive; rheostat speed control; rotary disc; blower and fins cooling; sealed lubrication; motor rewind; tilting devices. Price, with 500-watt lamp, $75; case, $11.

KODASCOPE EIGHT-71A



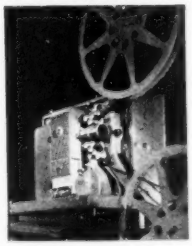
8 mm; silent; 400 feet capacity; 750-watt T-12 lamp supplied; interchangeable with 300-, 400-, and 500-watt T-10 lamps or 1000-watt T-12; direct lighting; separate light switch; coated 1-inch Kodak Ektanon f/1.6 lens; rubber belt drive for quieter running; rheostat speed control; shutter operated by air pressure; blower cooling with baffles introduced between condenser and aperture systems to protect film from heat; tilting device. Price $97.50. Case $18.50.

KODASCOPE SIXTEEN-10



16 mm; silent; 400 feet capacity; line voltage 100-125 a-c, d-c; 25-60 cycles; 1000-watt maximum lamp wattage supplied with 750-watt lamp; direct lighting; separate light switch; 2-inch f 1.6 coated Kodak lens; helical focusing; belt drive; rheostat speed control; rotary disc shutter; blower and fins cooling; sealed lubrication; motor rewind; tilting devices; oiling outfit. Price, $119.50 case, $16.50 and $30. Model Sixteen-10R, same as above, but with reversing switch for changing direction of film during projection, also available. Price, $185.

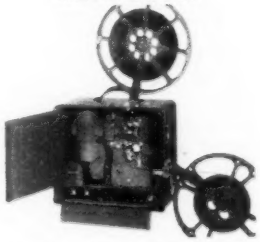
KODASCOPE PAGEANT SOUND PROJECTOR



16 mm; sound and silent; 110 line voltage, a-c, d-c; 25-60 cycles; 750- or 1,000-watt lamp; lamp swings out; direct lighting; separate light switch; 2-inch, f/1.6 coated Kodak Projection Ektanon lens supplied; 1-, 1½-, 3- and 4-inch lenses available; belt drive; governor speed control; rotary disk shutter; blower ventilation; sealed lubrication; film snubbers; motor rewind; tilting device; pilot light; rotary sound head; 8-inch speaker, with 7-watt amplifier output, projector and speaker built into case. Price, with reel, lens, lamp, and spare exciter lamp, $375, including tax.

MFR., Eastman Kodak Co.

KOLOGRAPH

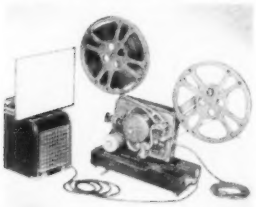


16mm; sound and silent; 2000 feet capacity; extension arm for 4000-foot reels; line voltage 110 a-c, d-c; 50-60 cycles; 1000-watt T-20 or T-12 lamp; direct lighting; separate light switch; 2-inch f 1.6 coated lens; helical focusing; combination belt drive; governor speed control; 16 and 24 frames per second; 2-blade shutter;

blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices; maximum undistorted output, 20 watts; sprocket intermittent film movement; speaker and all necessary cords; weighs 65 lbs. Price, including case, $585.

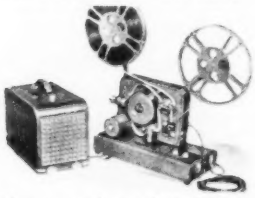
MFR., National Sound Projector Corp.

MOVIE-MITE 63 LM



16 mm; sound and silent; 2000 feet capacity; line voltage 105-120 a-c, d-c; 50-60 cycles; 300-watt T-8½ bayonet base lamp; direct lighting; separate light switch; 2-inch f/1.6 coated Somco lens; combination gear and V-belt drive; barrel shutter; blower cooling; film snubbers; motor rewind; tilting devices; framer; constant tension take-up; weighs 27½ lbs.; complete with 800-foot reel, desk-top screen; single case with 6-inch speaker; aperture cleaner; lubricant; oil can, etc. Price, including case, $299.50. Accessories include 10-inch speaker with 50-foot cable.

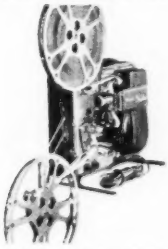
MOVIE-MITE 63 LMB



16 mm; sound and silent; 2000 feet capacity; 105-125 a-c, d-c line voltage; 25-60 cycles; 300-watt T-8½ lamp; direct lighting; separate light switch; coated 2-inch Simpson f/2 lens; helical and sliding focus; combination gear and belt drive; electrical governor speed control; barrel shutter; motor rewind; blower cooling; sealed lubrication; film snubbers; tilting device; 3.7 watts maximum undistorted output; weighs 26 lbs.; 400 foot take-up reel; aperture cleaner; 12-foot line cord; 30-foot speaker cable; 6-inch speaker. Price, $274.50 including case.

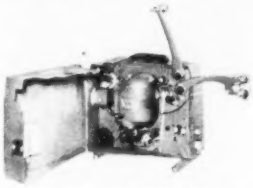
MFR., Movie-Mite Corp.

NATCO MODEL 3030



16 mm; silent and sound; 2000 feet capacity; 115 a-c, d-c line voltage; 50-60 cycles; 750- or 1000-watt lamp; direct lighting; separate light switch; 2-inch f/1.6 coated Simco lens; helical focusing; combination gear, belt, and chain drive; governor speed control; 16 and 24 frames per second; barrel shutter; fins and axial flow cooling; sealed lubrication; film snubbers; tilting devices; pilot light; maximum undistorted output, 5 watts; includes 400-foot reel. Price, including case, $398.50. Accessories include microphone, turntables, booster amplifier, microphone amplifier, cover; 1- to 4-inch lenses available.

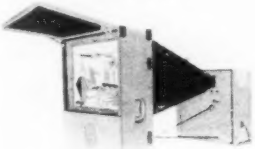
NATCO MODEL 2125



16 mm; sound and silent; uses 1000-watt T-8 pre-focused lamp; separate light switch; blower cooling; sealed lubrication; tilting device; take-up and rewind belt; includes amplifier and projection lens; projector and amplifier built in compact carrying case. Price, $1200.

MFR., Natco, Inc.

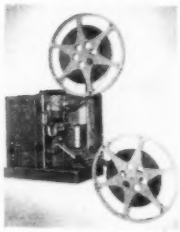
PORTO-SOUND



16 mm; sound only; line voltage 120 a-c, 60 cycles; 500-watt lamp; direct lighting; ¾-inch coated Wollensak f/1.9 lens; sliding focusing; combination belt and chain drive; 16 frames per second speed; rotary disc shutter; blower cooling; film snubbers; special threading and framing; maximum undistorted output, 2½ watts; self-contained 15x20" screen for visibility in fully lighted areas. Price, including case, $495.

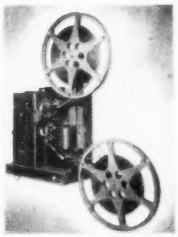
DIST., Capitol Projector Corp.

RCA SENIOR



16mm; sound and silent; 2000 feet capacity; 117 a-c line voltage; 60 cycles; 750-watt T-12 pre-focused lamp; uses 200 to 1000-watt lamps; direct lighting; separate light switch interlocked with motor switch; coated RCA f/1.6 lens; helical focusing; belt drive; governor speed control; rotary disk shutter; blower cooled; one-spot lubrication; film snubbers; motor rewind; tilting device; pilot light; 10 watt undistorted output at less than 5% total harmonic distortion; one-case unit; spare reel; sound lamp; lens tissue; oil can; aperture brush; box fuses. Price, $560.

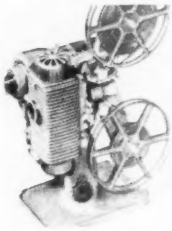
RCA JUNIOR



16 mm; sound and silent; 2000 feet capacity; 117 a-c line voltage; 60 cycles; 7-watt undistorted output at less than 5% total harmonic distortion; same features as Model 400 Junior except is a two case unit with amplifier and projector in one and speaker in other. Price, $475. Available lenses for RCA projectors include 1-, 1½-, 2½-, 3-, 3½-, and 4-inch focal lengths.

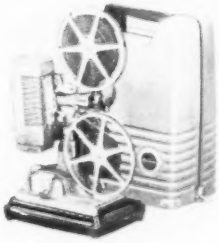
MFR., Radio Corp. of America, Engineering Products Dept.

REVERE MODEL 85



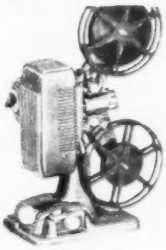
8 mm; silent; 300 feet capacity; 110-120 a-c, d-c line voltage; 500-watt or 750-watt pre-focus lamp; 1-inch f/1.6 coated lens; ball-bearing motor drive; roller-type sprocket guides pass damaged perforations; duplex shuttle film movement; rheostat speed control; power film rewind; enclosed chain and gear drive; double blower cooling; single frame projection device; tilting devices; beam threading light; duo-shield diffuser to reduce ceiling light. Price, $99.50; with coated 1-inch f/1.6 lens, ¾-adapter lens, 500- or 750-watt lamp, 400-foot reel, and Royalite case, $132.50.

REVERE MODEL 90



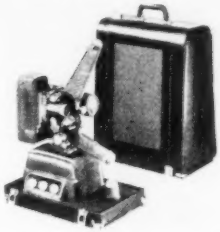
8 mm; silent; 400 feet capacity; 110-120 line voltage; 60 cycles; 500- or 750-watt lamp; direct lighting; separate light switch; variable resistance built in; coated 1-inch lens; wide-angle attachment standard equipment; combination gear and chain drive; rheostat speed control; rotary disk shutter; blower cooled with separate film cooling fan; motor rewind; tilting device; pilot light; single frame projection device. Price, including case, $132.50.

REVERE MODEL 48



16 mm; silent; 400 feet capacity; 110-120 a-c, d-c line voltage; 60 cycles; 750-watt lamp; direct lighting; separate light switch; variable resistance built in; coated 2-inch lens; combination gear and chain drive; rheostat speed control; rotary disk shutter; blower cooled with separate blower for film; motor rewind; tilting device; pilot light; single frame projection device. Price, $137.50.

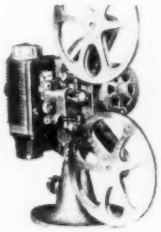
REVERE SP-16



16 mm; sound and silent; 400-feet capacity; extension arm for 1600-foot reels; line voltage 105-120 a-c, d-c; 750-watt lamp; direct lighting; variable resistance; built-in voltmeter; 2-inch f/1.6 coated lens; combination gear and chain drive; fixed speed; rotary disc shutter; double blower cooling; sealed lubrication; motor rewind; tilting device; pilot light; beam threading device; duo-shield light diffuser; combination Alnico V speaker-carrying case combination; weighs approx. 33 lbs. Price, including case, $299.50.

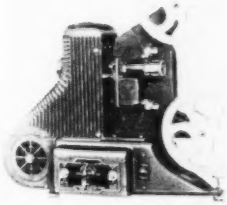
MFR., Revere Camera Co.

UNIVERSAL CINEMATIC MODEL 752



8 mm; silent; 400 feet capacity; line voltage 110 a-c, d-c; 60 cycles; 750-watt lamp; direct lighting; separate light switch; 1-inch f/1.6 coated lens; helical focusing; rheostat speed control; blower and fins cooling; sealed lubrication film snubbers; motor rewind; tilting devices; pilot light; single frame projection device. Price $115.

UNIVERSAL P-500



8 mm; silent; 200 feet capacity; 110 a-c line voltage; 60 cycles; 500-watt lamp; direct lighting; separate light switch; coated 1-inch f/2 projection lens; helical focusing; rheostat speed control; blower cooled with fins; sealed lubrication; film snubbers; motor rewind; tilting device; pilot light; single frame device. Price, $75.

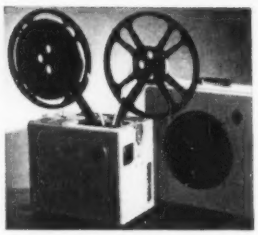
UNIVERSAL TONEMASTER

16 mm; sound and silent; 2000 feet capacity; 110 a-c line voltage; 60 cycles; 1000-watt lamp; direct lighting; coated 2-inch Superlux f/1.6 lens; coated condensers; helical focusing; tri-blade shutter; reverse draft; blower cooled; film snubbers; sealed lubrication; automatic motor-driven rewind; semi-automatic tilting;

threading lamp; self-locking film gate; grouped controls; framing device; sound system includes 5-tube amplifier; 8-inch dynamic speaker with 50-foot cord; microphone and record-player plug in. Price, $350. MFR., Universal Camera Corp.

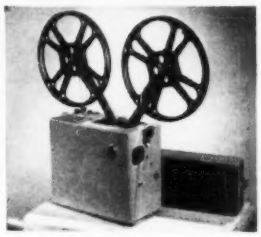
VICTOR SOVEREIGN

16 mm; sound and silent; 2000 feet capacity; 100-125 a-c line voltage;



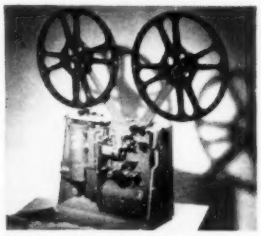
50-60 cycles; 750- or 1000-watt lamp; straight line optical system; separate light switch; separate microphone and phonograph inputs; coated 2-inch f/1.6 lens; helical focusing; 1- to 4-inch lenses optionally available; rotary disk shutter; still picture device; reverse; clutch-controlled motor rewind; counter-balanced Instantilt device; automatic film trip device; 180-degree swing-out lens; 25 watts undistorted output; 60 db signal to noise ratio; 12-foot power cord; weight with 12-inch speaker and 75-foot speaker line, 64 lbs. Price, $539; for 25-watt operation, $559.

VICTOR ESCORT



Specifications similar to Sovereign; 10 watts undistorted output; separate microphone or phonograph input; optional 6-inch integral, 9-inch top mounted, and 12-inch separately cased speakers. Prices, $416; with 9-inch top-mounted speaker, $433; with 12-inch speaker, separately cased, $455.

VICTOR LITE-WEIGHT, SR.



Similar to Escort; except no reverse; no still picture device; a-c, d-c amplifier; 4-watt output; 750-watt illumination only. Same speakers as Escort. Prices, $327, $344 and $366. MFR., Victor Animatograph Corp.

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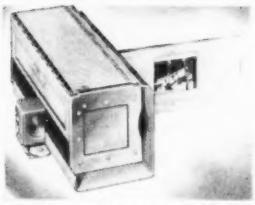
STILL PROJECTORS

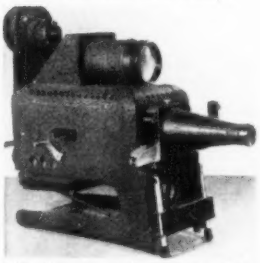
AIREQUIPT AUTOMATIC SLIDE CHANGER



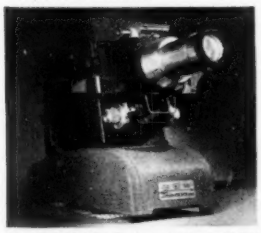
All-metal magazine for use in continuous projection and storage of 2x2 slides; holds 36 slides in order; complete selectivity; slide centered in focal plane; lever action inserts slide in projector and returns it to magazine after projection; light cut out during slide changes; fits most Argus, GoldE, Kodak, S. V. E., TDC, Viewlex, and other projectors; replaceable index card on each magazine. Price of changer, with one magazine, and proper adapter for desired projector, $14.95; magazines, each, $2.25.

MFR., Airequipt Manufacturing Co.

AMERICAN OPTICAL

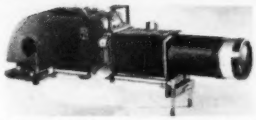


VAC Opaque Delineascope. Takes 3¼x4 glass slides, 35 mm film strips; takes 2¼x2¼ and 2x2 glass, metal, or cardboard with accessory carriers; weighs 41 lbs.; 3, 8, or 16-inch lens, f/3.5, f/5.6, and f/4.6 respectively; helical focusing; adjustable condensers; 500-watt pre-focus lamp for a-c or d-c; forced ventilation; elevating device; automatic frame-centering; horizontal slide carriers; Price, $290.00. Accessories include foot control, masking plate, leatherette carrying case, slide carriers, platen, and two postcard holders.



Model MC300 Delineascope. Takes 2x2 glass slides, cardboard mounts, and 35-mm strip film; weighs 9 lbs.; accommodates both single and double-frame 35-mm film, rotating projection head; coated 5-inch f/3.5 lens; helical focusing; 300-watt T-10/61 lamp; 115 line voltage; forced ventilation; switch located back of projector; 2-place horizontal Autofocus slide carrier; removable film carrier; automatic frame-centering; positive elevating lever; selection of universal or induction motor. Price, $108.00 including case.

Model GK Delineascope. Takes 3¼x4 and 2x2 glass slides and 2x2 cardboard mounts; weighs 24 lbs.; coated 16-inch f/4.6 lens; helical focusing, condensers adjustable for lenses of various focal lengths; 750-watt T-12

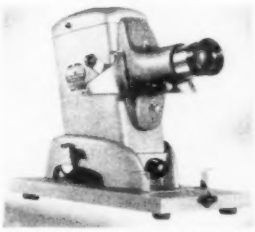


lamp; 115-120 line voltage; forced ventilation; automatic centering slide carrier; front and rear elevating devices; selection of universal or induction motor. Price, $251 including case.

Performer 150 Delineascope. Takes 2x2 glass slides and cardboard mounts; weighs 7 lbs.; coated 5-inch f/3.5 lens; helical focusing; 150-watt T-8 lamp; 115 line voltage; switch in back of projector; 2-place horizontal Autofocus slide carrier; friction-type elevator lever; heat-absorbing glass; coated first surface reflector. Price, $46.50; case, $7.50.

MFR., American Optical Co., Instrument Div.

AMPRO SLIDE MODEL 30-A



Takes 2x2 glass slides or cardboard mounts; weighs 11 lbs.; 5-inch f/3.5 coated lens; knob focusing; 300-watt T-10 lamp for a-c or d-c; automatic snap-action self-centering slide carrier; screw-and-block tilting; Price, including case, $54.

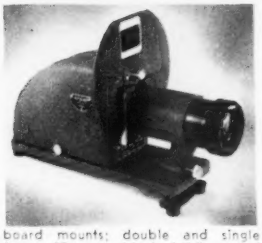
AMPRO SLIDE DUAL PURPOSE MODEL 30-D

Takes 2x2 glass slides or cardboard mounts; single frame 35 mm slide film; 5-inch f/3.5 coated lens; sliding focusing; 300-watt T-10 lamp for a-c or d-c; special fin design to give maximum air flow; automatic snap-action self-center glass or mounts; two sprockets, curved film aperture to carry film; automatic frame centering; tilting device. Price, $92 with case.

MFR. Ampro Corporation.

ARGUS PB-100

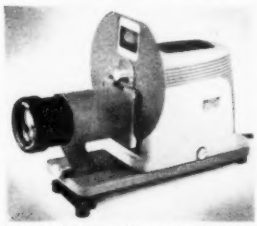
Takes 2x2 glass slides and cardboard mounts; double and single frame 35 mm; 4-inch f/3.5 coated lens; sliding focusing; 100-watt T-8 lamp; rotary-type slide carrier for right-side-up insertion; tilting arrangement permits instant exact screen centering; metal construction. Price, $27.95; with case, $32.95. Film strip holder available as accessory for $3.95.



ARGUS PB-150

Same as above, except for 150-watt lamp. Price, $31.95; with case, $36.95; film strip adapter available as accessory, $3.95.

ARGUS PB-200

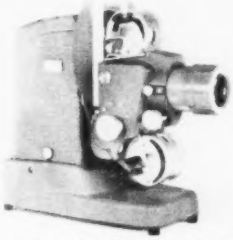


Takes 2x2 glass slides and cardboard mounts; accommodates single and double frame micro-films and film strips with accessory film-strip holder; oversize condensers; heat-absorbing glass; 200-watt lamp; tilting arrangement; coated 4-inch f/3.5 lens; tripod bushing to use projector on camera tripod. Price, $32.95; with case, $39.95. Film-strip holder available as accessory, $3.95.

Argus PBB-200. Same as Model PB-200, but is equipped with permanently attached blower unit built into carrying case. Price, $44.95.

ARGUS PA-300

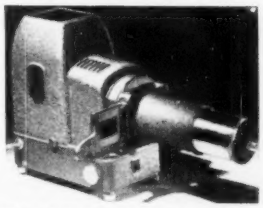
Takes 2x2 glass slides and cardboard mounts; double and single frame 35 mm film strips up to 10 feet in length; oversize triple condensing lenses; retractable glass pressure plate for film strips; micro-focusing; uses 300-watt T-10 lamp; 5-inch f/3.5 coated lens; other features



same as the PA-100 model. Price, $75, including case.

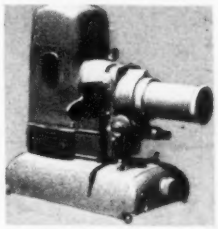
MFR., Argus Cameras, Inc.

B & H DUO-MASTER



Takes 2x2 glass slides and cardboard mounts; weighs 5 lbs.; all metal construction; provision for projecting Kodak Bantam slides vertically; 5-inch f/3.5 coated lens; helical focusing; condensers adjustable; 3½ and 7½-inch lenses available; 300-watt Biplane filament lamp; permanently attached, heat-absorbing filter, conventional 2-place slide carrier; tilting device. Price, with case, $96.95.

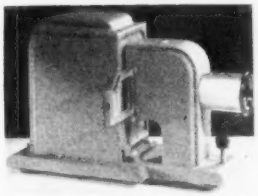
B & H SLIDE MASTER



Takes 2x2 glass slides and cardboard mounts; can project vertical Kodak Bantam slides; front and rear tilt control; 5-inch f/3.5 coated lens; rack-and-pinion focusing; 3½ and 7½-inch lenses available; 1000-watt base-up lamp; heat-absorbing filter; line voltage, 110-125, a-c or d-c; fan-motor ventilation; conventional horizontal 2-place sliding carrier; lifetime lubrication. Price, with case, $285.

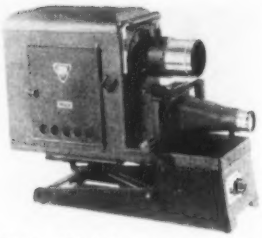
MFR. Bell & Howell Co.

B & L 2x2 SLIDE PROJECTOR



Takes 2x2 glass slides and cardboard mounts; weighs 8 lbs.; 5-inch lens; sliding focusing; 150-watt T-8 lamp on 120 line voltage; double-sliding slide carrier; tilting device; Price $58; case, $11.

Model LRM-18. For opaque objects, drawings, photographic prints, etc.; takes 3¼x4 glass slides; weighs

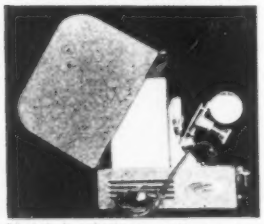


37 lbs.; 18-inch lens for opaque material and 10-inch lens for slide projection; sliding focusing; 7 and 14-inch lenses available; 500-watt T-20 lamp; motor-driven blower; double slide carrier; two postcard holders for opaque objects. Price, $235.
MFR., Bausch & Lomb Optical Co.

DAVIDSON TELE-COLOR

Takes 2x2 or 2½x2½ mounts; quickly convertible by interchanging condensing lens systems and carriers; 6-inch f/3.5 coated lens; double heat-absorbing lenses; 165 or 500-watt T-10-C13D pre-focus lamps; fan cooled; roll-out slide carrier; horizontal leveling; elevation and focus controls at rear. Price, $79.50, with condenser system desired; conversion system complete in cage with slide carrier, $15.50; 5-inch f/3.5 lens and 8-inch f/4.5 lens available at $22.50 each.
MFR., Davidson Mfg. Co.

DUNNING ANIMATIC



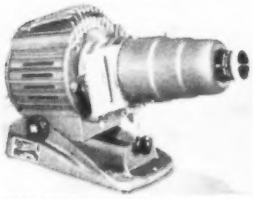
Model A. Projects continuous loop 16-mm filmstrip up to 400 frames; coated 2-inch f/1.6 lens; instantaneous claw movement for frame change; 300-watt Medium pre-focus bulb; pendant push-button and cord for remote control; 110-125 a-c line voltage; weighs 14½ lbs. Price, $168.

Model B. For continuous operation; projects up to 50 feet of 16-mm film frame by frame; accommodates 750-watt lamp; furnished with 500-watt; coated 2-inch f/1.6 lens; automatic timing device; manual push-button changer included; for a-c operation only; weighs 13 lbs. Price, $198.
MFR., Dunningcolor Corp.

EMDE MODEL 21

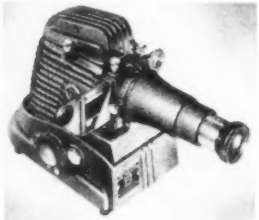
Takes 3¼x4 glass slides; takes 2¼x2¼ and 2x2 slides with adapters; weighs 8 lbs; coated 5-inch f/3.5 lens, coated; helical focusing; auxiliary lens available to increase focal length of projector lens used; 150-watt T-8 lamp; line voltage 115-120; manual, positive stop aluminum slide carrier; tilting device; automatic frame centering; switch at rear of base. Price, $89.50; case, $13.75.
MFR., Emde Products, Inc.

GOLDE MASTER PROJECTOR 447



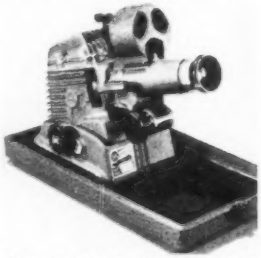
Takes 1⅝x2¼, 2¼x3¼, 3¼x4, and 2x2 glass slides; takes 2x2 cardboard mounts with accessory 2x2 slide adapter; takes double and single-frame 35 mm film with accessory Filmatic projection head; weighs 12 lbs.; rotating head; 6½-inch coated lens; helical focusing; condensers adjustable; 5, 9, and 12-inch lenses available; 500-watt T-20 medium pre-focus lamp; line voltage, 110 to 120 a-c; 2-place slide carrier; self-rewind film carrier; tilting and frame-centering devices. Price, $83.50 including case. Long throw lenses in focal lengths of 14, 16, and 18 inches available.

GOLDE MANUMATIC 300-P



Takes 2x2 glass slides and cardboard mounts; takes Bantam 828 film; projects vertical or horizontal double and single-frame 35-mm filmstrip, with adapter; rotating head; 5-inch coated f/3.5 lens; helical focusing; condensers adjustable; 2, 4, and 7-inch lenses available; 300-watt T-8½ lamp; motor driven blower; automatically stacks 50 paper or 20 glass slides; choice of Manumatic or 2-way slide carriers; tilting device; framing device. Price, $64.25 including case. Accessories include projection head for 35 mm strip film and Index Automatic slide changer.

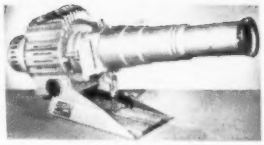
GOLDE FILMATIC 300 P



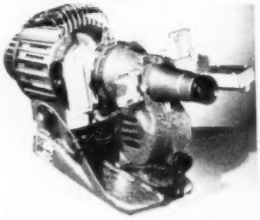
Takes 2x2 glass slides and cardboard mounts; double or single-frame 35-mm film; Filmatic rotating head; 5-inch f/3.5 coated lens; helical focusing; Manumatic or 2-way slide carrier; adjustable condensers; blower cooled; same features and characteristics as the Manumatic model. Price, $86.75 including case. Accessories same as Master model.

GOLDE AIR-FLO STEREOPTON 1043

Takes 3¼x4 glass slides; takes standard sizes from 2x2 to 2¼x2¼ glass slides with accessory slide adapters; choice of 14 to 28-inch lenses; coated; helical focusing; adjustable condensers; 1000-watt T-20 lamp for a-c use; forced air-blower cooled; 2-place slide and film carriers; tilting and frame-centering devices. Price, $83 including case. Accessories available include blower-adapter, lamps, etc.

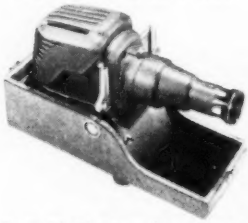


GOLDE 1000 WATT COMBINATION 1047



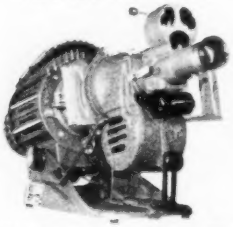
Takes glass slides from 2x2 to 3¼x4; takes 2x2 cardboard mounts and single and double frame 35 mm strip film; weighs 43 lbs.; coated 5-inch f/3.5 lens; helical focusing; adjustable condensers; 1000-watt T-20 lamp; 110-120 a-c operation; Manumatic or 2-way 3¼x4 slide carrier; self-rewinding film carrier; automatic frame-centering; double blower. Price, $143.25 including case. Accessories available include standard GoldE accessories and 2 to 28-inch lenses.

GOLDE REFLEX 349



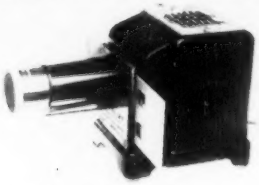
Takes 2¼x2¼ glass slides, 2x2 cardboard mounts, and single and double frame 35-mm strip film; weighs 19 lbs.; coated 6½-inch f/4 lens; helical focusing; 5, 9, and 12-inch lenses available; condensers adjustable for lenses of various focal lengths; 300-watt T-8½ lamp; 110-120 a-c operation; blower cooled; 2-way autofocusing and self-centering slide carrier; automatic film advance; Ro-Tilt and lateral leveling device. Built into case. Price, $74.75.

GOLDE ALL-PURPOSE PROJECTOR 1048



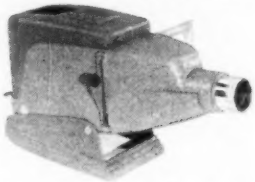
Takes glass slides from 2x2 to 3¼x4; double and single-frame 35 mm film strips; coated 5-inch f/3.5 lenses; choice of 14 to 28-inch single-element lens in barrel; helical focusing; adjustable condensers; 250 to 1000-watt T-20 HPF lamp; a-c operation; a-c, d-c units available, double-blower cooled; 2-way or Manumatic slide carrier; self-rewind film carrier; tilting device; case. Price, $167.75.
MFR., GoldE Mfg. Co.

HOLLYSLIDE PROJECTOR



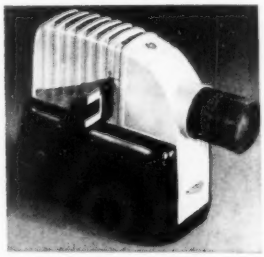
Takes 16 mm film strips; weighs 1½ lbs.; 2-inch lens; sliding focusing; 75-watt T-8 lamp; thermal cooling; 10 color transparencies mounted in a single cardboard holder; locator mechanism centers each frame as the holder is advanced through the projector. Price, $29.50.
MFR., Hollyslide Co., Inc.

KIMAC DELUXE UNIVERSAL PROJECTOR

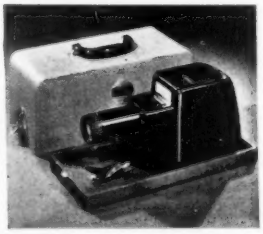


Takes glass slides from 2x2 to 3¼x4; 2x2 cardboard mounts; weighs 17 lbs.; 8-inch f/4 coated lens; helical focusing; 6-inch lens available; 300-watt T-10 lamp for a-c or d-c use; 2-place sliding carrier; tilting device. Price, $85 including case.
MFR., The Kimac Co.

KODASLIDE

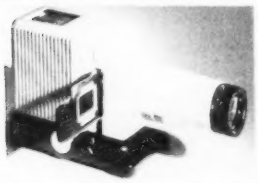


Master Model. Takes 2x2 glass slides and cardboard mounts; 5, 7½, and 1-inch coated lenses; rack-and-pinion focusing; adjustable condensers; Kodak Projection Ektar and Ektanon lenses available; 1000-watt pre-focus lamp; 3-way ventilation with turbine-type fan; manually operated slide carrier; tilting mechanism; automatic frame-centering. Price, including case, $181 to $295, depending upon choice of lens.



Merit. Takes 2x2 glass slides and cardboard mounts; plastic construction; weighs 3 lbs.; 5-inch f/3.5 coated Kodak Ektanon Projection lens; helical focusing; line voltage 100-250 a-c, d-c; 150-watt lamp; convection cooling; slides inserted into carrier from top; elevating tilting arrangement; switch on line cord. Price, $24.50; two-section carrying case with space for spare lamp and power cord available as accessory.

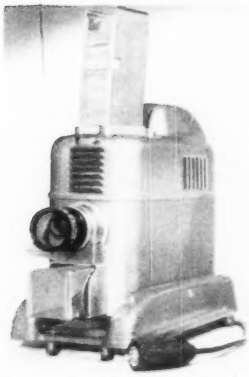
Model 1A. Takes 2x2 glass slides and cardboard mounts; single-frame 35 mm film; projects vertical frames; 4-inch f 3.5 coated lens; sliding focusing; 150-watt lamp; 2-place metal slide carrier; automatic frame-centering. Price, $27.50; case, $10. Accessories include Kodaslide Changer.



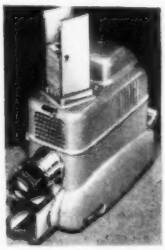
Model 2A. Has similar features and construction as the Model 1A; 5-inch f/3.5 coated lens; sliding focusing; Kodak Projection Ektanon 7½-inch f/4 lens available; Price, $47.50; price of case, $15. Accessories include dissolve control unit, and Kodaslide Changer illustrated.

MFR. Eastman Kodak Co.

LA BELLE

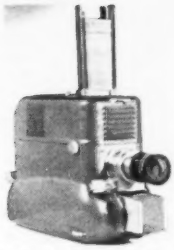


Model 302. Takes 35 mm and Bantam slides; automatic magazine slide projector; slides change by remote control; holds 75 readymounts or 40 glass slides; slide magazine feeds, changes, and re-stacks slides; coated f/3.5 lens; 750-watt lamp; blower cooled. Price, $149.50 with case.



Model 500. Takes 35 mm and Bantam slides; automatically feeds, changes, and re-stacks slides; blower cooled with pre-heating chamber to condition slides for projection; holds 75 readymounts or 40 glass slides; coated f/3.5 lens; 500-watt lamp. Price, $87.50, less lamp.

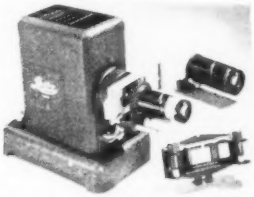
Model 200. Takes 35 mm and Bantam slides; automatic magazine feeds, changes, and re-stacks slides; pre-heating chamber to condition slides; "movie-action" shutter to



eliminate "wipe" effect during change; holds same number of slides as Model 500; coated f/3.5 lens; 200-watt lamp. Price, $62.50, less lamp.

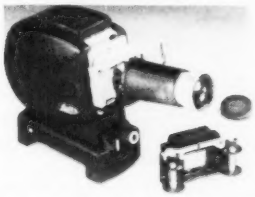
MFR., La Belle Industries.

LEITZ VIII-S



Takes 2x2 glass slides and cardboard mounts, and double and single frame 35-mm strip film; rotating projection head; coated 85, 100, or 120-mm f/2.8 lens; helical focusing; adjustable condensers; 400-watt PFC lamp; 110 line voltage; convection cooling; metal slide carrier; roll film holder; tilting device. Price, $110.

LEITZ PARVO II

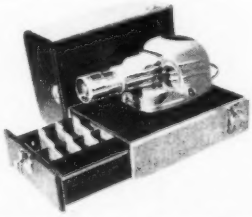


Takes 2x2 glass slides and cardboard mounts, and double and single frame 35-mm strip film; coated 100 or 120-mm Hektor f/2.8 lens; helical focusing; adjustable condensers; 250-watt PFC lamp; metal carrier; roll film holder. Price, $110.

MFR., E. Leitz, Inc.

MARTON DELUXE

Takes 2x2 glass slides and cardboard mounts; 5-inch f/3.5 color-corrected Kollmorgen lens; 150-watt bayonet-base lamp; vent-cooled sliding carrier; automatic frame-centering; tilting device. Price, $22.50; case with built-in file drawer, $12.50.



Standard Model. Identical with Deluxe except has 4-inch f/4.5 lens with helical focusing. Price, $22.50; price of case, $12.50.

MFR. Associated Photo Products.

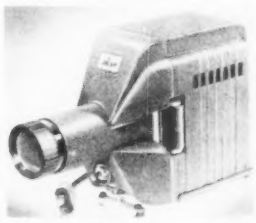
SIEMENS 35 MM—2 x 2 ATTACHMENT

Takes 2x2 glass slides and cardboard mounts, and 35-mm film strips; metal construction; weighs 1 lb.; shows either single or double frame 35 mm; rotating projection head; 135-mm

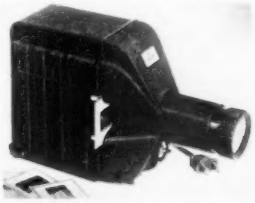
f 6.5 Rodenstock lens; helical focusing; fits on almost all 16 mm silent and sound projectors, and uses the illumination of the projector it is used with; dual type slide carrier. Price, $15.95.

DIST., Spiratone.

SKAN



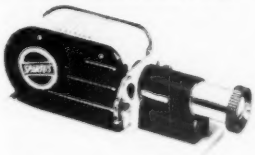
Model SP-200A. Takes 2x2 glass slides and cardboard mounts; Bantam, single and double-frame 35 mm film; coated 5-inch f/3.5 lens; friction focusing; 4-inch f 3.5 coated lens available; 200-watt T-8½ DC-short lamp; blower system cools both lamp and slide; direct insertion slide carrier; automatic frame-centering; tilting device. Price, $37.50. Accessories include slide file, carry case, etc.



Model SP-100A. Same as above in features and characteristics except it has 100-watt T-8SC-short lamp and uncoated 5-inch f/3.5 lens. Price, $27.50.

MFR., G-M Laboratories, Inc.

SPARTUS 2x2 SLIDE PROJECTOR



takes 2x2 glass slide and cardboard mounts; single frame 35 mm; 5-inch f/3.5 lens; 100-watt lamp; sliding focusing; 110-120 a-c line voltage; built-in on-off switch; tilting device. Price, $12.95; case, $3.50.

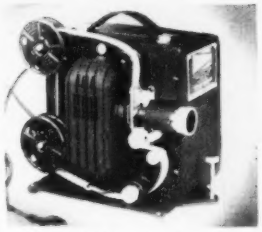
MFR., Herold Mfg. Co., Inc.

SPIRATONE

Takes 2x2 glass slides and cardboard mounts; bakelite construction; weight 4 lbs.; 4-inch f/3.5 lens; sliding focusing; line voltage 110, a-c, d-c; 100-watt T-8 lamp; convection cooling; double slide carrier; screw tilting device. Price, $9.95; blower case, $9.95.

MFR., Spiratone.

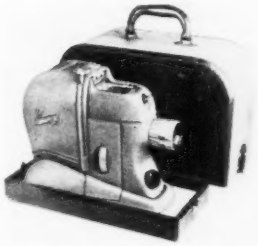
STRIP-SLIDE PROJECTOR



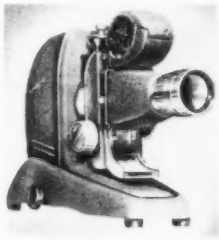
Takes 8 and 16-mm film from still or movie cameras; weighs 11 lbs.; projects single frames in strip form; operates automatically, continuously, or by remote control; 150-watt pre-focused lamp; automatic framing device; coated 2-inch lens; adjustable diaphragm; helical focusing; leveling device; blower cooled; 115-125 a-c line voltage; film is threaded similar to movie projector. Price, $99.50; case, $12.50.

MFR., Strip-Film Projector Co.

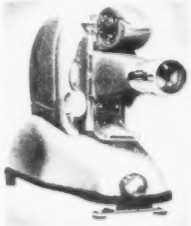
S. V. E.



Entertainer 300. Takes 2x2 glass slides and cardboard mounts; weighs 7½ lbs.; shows double and single frame 35 mm; coated 5-inch f/3.5 lens; helical focusing; 3 to 7-inch lenses available; 300-watt T-10 lamp; natural draft ventilation; automatic slide changer; slide lever controlled; automatic frame-centering; automatic slide advance; slides deposited in drawer; tilting device. Price, $79.50; case, $14.95.



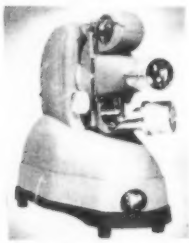
Instructor 300. Similar to Entertainer 300; equipped with rotating projection head; takes 2x2 slides and single and double frame 35 mm strip film; coated 5-inch f/3.5 lens; 300-watt lamp; horizontal slide carrier; glass aperture plates; sprocket drive; push-in style threading; adjustable aperture for single and double frame, and 1x1" size. Price, $89.50; case, $9.95; rewind takeup available as accessory.



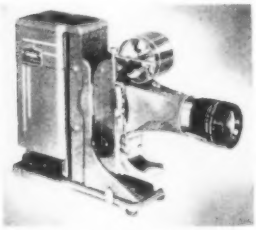
Instructor 500. Same as Instructor

300, except blower-cooled; uses 500-watt T-10 lamp; rear 3-position switch; other features identical to above. Price, $109.50; case, $10.95.

Instructor 750. Same as Instructor 500, except uses 750-watt T-12 lamp; has semi-automatic vertical slide carrier; other features identical to above. Price, $139.50; case, $12.95.



Instructor 1000 AC. Takes 2x2 glass slides and cardboard mounts; takes single and double frame 35 mm strip film; rotating projection head; coated 5-inch f/3.5 lens; 3 to 10-inch lenses available; helical focusing; blower cooled; push-in threading; glass aperture plates; semi-automatic vertical slide changer; rewind take-up, uses 1000-watt T-12; for a-c use only; automatic frame-centering; tilting device; sprocket drive. Price, $189.50; case, $14.95. Instructor 1000 AC-DC, same projector as above, except operates on a-c or d-c, $219.50; case, $14.95.



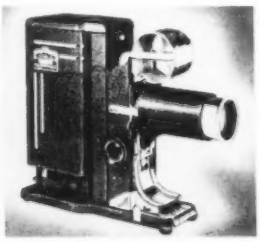
Model AAA-2. Takes 2x2 glass slides and cardboard mounts; single and double-frame 35-mm film strips; swivel projector head for vertical frame projection; 5-inch f/3.5 coated lens; helical focusing; 3, 4, 7, and 10-inch lens available; 300-watt T-10 lamp; natural draft ventilation; horizontal slide changer; sprocket-drive film advance; indexing adjustment for single or double frame; manual adjustment frame-centering; tilt lever. Price, $72.50; case, $7.50. Rewind takeup available as accessory.

Skyline D. Takes 2x2 glass slides and cardboard mounts; all-metal; 5-inch f/2.9 coated lens; helical focusing; longer focal lengths available; line voltage 115, a-c, d-c; 300-watt T-8½ lamp; blower-cooled; rear switch; semi-automatic slide carrier; automatic frame centering; sliding cam tilting device; 15 feet line cord; manuscript window; Riviera green, satin finish. Price, $74.95; case, $12.50.

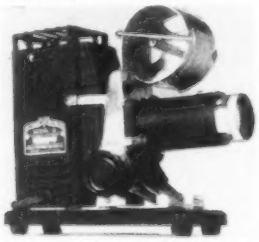
Skyline C. Same as Skyline D, except with 5-inch f/3.5 coated lens; f/2.9 lens, and f/3.5 lenses in longer focal lengths available. Price, $64.95; case, $12.50.

Skyline B. Takes 2x2 glass slides and cardboard mounts; all metal; 5-inch f/4 coated lens; helical focusing; line voltage 115, a-c, d-c; 300-watt lamp; blower-cooled; rear switch; horizontal traverse slide carrier; automatic frame centering; sliding cam tilting device; Riviera green, Hammerloid finish. Price, $49.95; case, $12.50. Accessories include f/2.9, f/3.5 lenses, semi-automatic slide changer.

Skyline A. Identical to Skyline B, except with 200-watt T-8 lamp, and convection-cooled instead of blower-cooled. Price, $39.95; case, $12.50. Accessories include lenses, semi-automatic slide changer, and blower motor.



Model G-2. Takes 35-mm single frame film strips; 4-inch f/3.5 coated lens; sliding focusing; 3, 5, 7, and 10-inch lenses available; 300-watt T-10 lamp; convection cooling; rear switch; sprocket drive; automatic film advance; automatic frame centering; spiral cam tilting; slip-in threading; glass aperture plates; recessed film track and magazine. Price, $59.50; case, $7.50. Rewind takeup available as accessory.

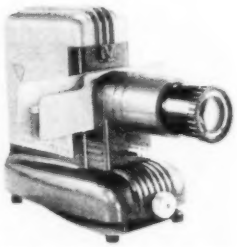


Model Q. Takes single-frame 35-mm film strips; 3-inch f/3.5 lens; sliding focusing; 2 and 4-inch lenses available; 100-watt T-8 lamp; natural draft ventilation; sprocket drive; adjusting tilt lever. Price, $39.50; case, $5.95. Rewind takeup available as accessory.

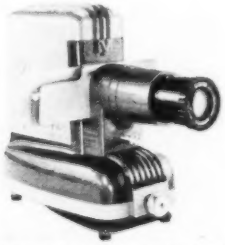
S.V.E. International. A gasoline-kerosene burning projector for 2x2 glass slides and cardboard mounts, and single and double frame 35 mm strip film; rotating projection head; horizontal slide carrier with adapter; coated 5-inch f/3.5 lens; 3, 4, and 7-inch lenses available; illuminated by Coleman lamp; burns from 10 to 12 hours without refilling. Price, $79.50; case, $19.95. Rewind takeup available as accessory.

MFR. Society for Visual Education Inc.

TDC VIVID MODEL A-1



Takes 2x2 glass slides and cardboard mounts; coated 5-inch anastigmat lens; helical focusing; 150-watt T-8 lamp; a-c, d-c operation; convection cooling; self-centering shutter-type slide carrier; spring tilt adjustment. Price, $29.75; case, $7.50. Accessories include Selectron Automatic and Selectron-Semimatic Slide changers, Selectrays, etc.

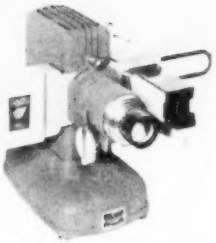


Model A-2. Similar to Model A-1 but has deluxe base; uses 200-watt T-8 lamp; convection cooled. Price, $36.50. Convertible to Model A-3. Accessories same as A-1.

Model A-3. Identical to Model A-2 except has blower-cooling unit in base; for a-c use only. Price, $46.50. Accessories same as for Model A-1.

TDC VIVID MODEL B

Takes 2x2 glass slides and cardboard mounts; coated 5-inch f/3.5 anastigmat lens; micro-focusing; 4, 6, and 7½-inch lenses available; 150-watt T-8 lamp; a-c, d-c use; convection cooling; shutter-type carrier; self-centering; feeds from right side; twin pointer apertures; positive lock tilt control. Price, $39.75; case, $9.50. Accessories include fan cooling unit for $12.50; Selectron Automatic Slide Changer illustrated with Selectray to

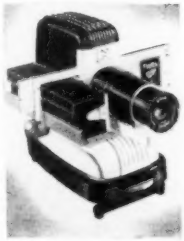


hold 30 slides for forward or reverse projection, $25; additional Selectrays, $1.00, $1.50.

Model C. Similar to Model B except wiring and condenser system; 300-watt T-10 lamp for a-c or d-c use. Price, $49.70; case, $9.50. Accessories same as for Model B.

Model D. Similar to Model C but has new maximum-efficiency condenser system, 300-watt T-8½ lamp, and high-speed blower-cooling unit in base; for a-c use only. Price, $62.20; case, $9.50. Accessories same as Model B.

TDC VIVID MAINLINER 300



Takes 2x2 glass slides and cardboard mounts; 5-inch f/3.9 coated lens; 300-watt T-8½ lamp; a-c use only; blower cooled automatic frame centering; shutter-type manual slide changer as regular equipment (not shown); micro-tilt adjusting. Price, $54.50. Accessories include Selectron Semimatic (illustrated) and Selectron Automatic slide changers, Selectrays, cases.

TDC VIVID MODEL RN

Takes 2¼x2¼ glass slides; takes 2x2 glass slides and cardboard mounts; 6-inch coated lens; micro-focusing; 150-watt T-8 lamp for a-c or d-c; convection cooling; shutter-type carrier; self-centering; feeds from right side; twin pointer apertures; positive lock tilt control; includes auxiliary condenser for use when maximum illumination of 2x2 slides is desired. Price, $59.75; price of case, $9.50. Accessories include fan cooling unit, $12.50; Selectron Automatic, $25; Selectron-Semimatic, $12.50.

Model RO. Identical to Model RN except has 300-watt T-10 lamp for a-c or d-c use. Price, $69.70. Same accessories as Model RN.

Model RP. Identical to Model RO except it has blower cooling unit in base; for a-c use only. Price, $82.20; case, $9.50.

TDC VIVID PROFESSIONAL 500

Takes 2x2 glass slides and cardboard mounts ("Duo" model takes 2¼x2¾ mounts, and 2x2 mounts); coated 5-inch f/3.5 anastigmat lens (6-inch lens on 2¼x2¼ model); 4, 5, 6, and 7½-inch lenses available; 500-watt lamp; axial flow cooling fan; a-c use only; prevue light; micro focusing; slide carrier, pointer apertures; tilt control same as in Model B. Price, 2x2 model, $99.50; 2¼x2¼, 2x2 "Duo" model, $119.50; case, $15. Accessories include Selectron-Automatic and Selectron-Semimatic changers, etc.

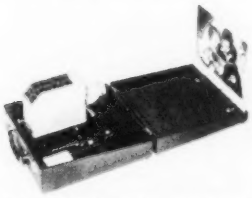
TDC VIVID PROFESSIONAL 750

Features similar to 500 model; equipped with 750-watt lamp; 1000-watt may be used; universal type centrifugal blower for a-c use only; AC-DC model on special order. Price, 2x2 model with 5-inch lens: $150; 2¼x

2¼ "Duo" model with 6-in lens, $170; case, $20. Accessories same as for Professional 500.

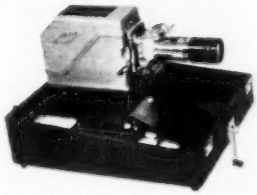
MFR., Three Dimension Co.

VIEWLEX MODEL AP-1



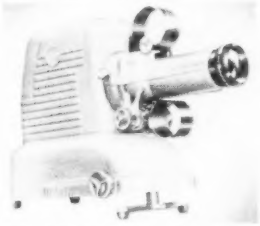
Takes 2x2 glass slides and cardboard mounts; weighs 8 lbs.; coated 2-inch f/3.5 lens; 5- and 7-inch lenses available; condensers adjustable and interchangeable; 150-watt lamp; ventilation by multiple chimney; built-in slide carrier; tilting by elevator leg; automatic frame-centering. Projector built into carrying case, complete with screen and slide file. Price, $69.50.

VIEWLEX MODEL AP-1C



Takes 2x2 glass slides and cardboard mounts; single and double-frame 35-mm film; 2-inch f/3.5 coated lens; helical focusing; condensers adjustable and interchangeable; 150-watt T-8½ lamp; 110-120 a-c, d-c line voltage; multiple chimney for ventilation; built-in slide carrier; self-indexing, semi-automatic threading film carrier; tilting device; automatic frame-centering. Price, $82. Projector built into case complete with screen and slide file.

VIEWLEX MODEL V-2C

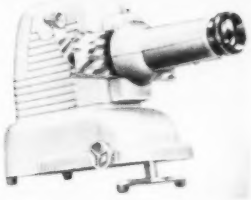


Takes 2x2 glass slides and cardboard mounts; single and double-frame 35 mm film strips; coated 5-inch f/3.5 lens; helical focusing; condensers adjustable and interchangeable; 7, 9, and 11-inch lenses available; 150-watt T-8½ lamp; twin-action slide carrier; tilting device; automatic frame-centering. Price, $65.75; case, $9.90.

VIEWLEX MODEL V-22C

Same as Model V-2C, but has motor fan cooling; 300-watt T-8½ lamp. Price, $79; case, $9.90.

VIEWLEX MODEL V-3

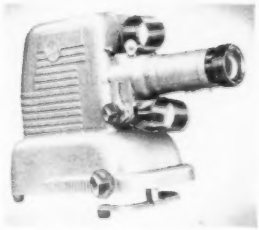


Takes 2x2 glass slides and cardboard mounts; weighs 11 lbs.; coated 5-inch f/3.5 lens; sliding focusing; 7, 9, and 11-inch lenses available; adjustable and interchangeable condensers; 150-watt T-8 lamp; 110-120 a-c, d-c line voltage; twin-action slide carrier; automatic frame-centering; tilting device. Price, $29.95; case, $9.90.

VIEWLEX MODEL V-33C

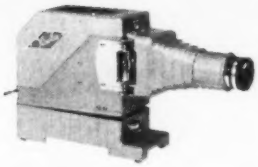
Same as V-3C, except with 300-watt lamp; motor fan cooled. Price, $54.75; case, $9.90.

VIEWLEX MODEL V-4S



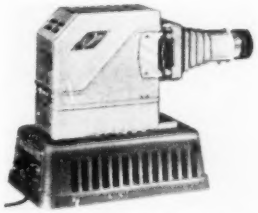
Projects single-frame film strips; line voltage 110-120, a-c, d-c; metal construction; optional 2 or 5-inch f/3.5 coated lenses; 7-inch lens available; condensers adjustable for varying focal lengths; 150-watt T-8 lamp; convection cooling; base switch; two ceramic edged glass aperture plates hold strips; spring loaded tilting device. Price, $40.60; case, $9.90. Model V-44S, same as above, except with 300-watt lamp; motor fan cooling. Price, $53.85; case, $9.90.

VIEWLEX MODEL AP-5



Takes all size 2¼x2¼ binders; also 2½x2½ and 2¾x2¾ glass slides, and 2x2 cardboard mounts; weighs 6 lbs.; coated 5-inch f/3.5 lens; helical focusing; 150-watt T-8½ lamp; for a-c, d-c use; built-in slide carrier for 2½x2½ and 2¾x2¾ slides; tilt device; multiple chimney. Price, $54.95; case, $8.75.

VIEWLEX MODEL AP-55



Similar to Model AP-5, but has motor fan in base for ventilation; weighs 7 lbs.; 110-120 a-c use only; separate fan and lamp switches in rear of unit; 300-watt T-8½ lamp. Price, $74.50; case, $9.90.

VIEWLEX MODEL AP-33

Similar in appearance to Model AP-55; takes 2x2 glass slides and cardboard mounts; coated 5-inch f/3.5 lens; helical focusing; adjustable and interchangeable condensers; 300-watt T-8½ lamp; 110-120 a-c use only; motor fan cooled; built-in slide carrier; Airjector pressure dome; automatic frame-centering; tilt device. Price, $59.25; case, $9.90.

VIEWLEX MODEL AP-7CT

Takes 2x2 glass slides and cardboard mounts, and double and single frame 35 mm; weighs 12 lbs.; rotating projection head; coated 5-inch f/3.5 lens; helical focusing; adjustable condensers; uses 300 to 1000-watt lamp; 110-120 a-c use; motor built in base for fan cooling; semi-automatic slide carrier; removable, semi-automatic, self-indexing film carrier with take-up; automatic frame-centering; tilting device. Price, $245 including case. Universal motor on request.

MFG., Viewlex, Inc.

VIEW-MASTER

Projects View-Master seven-scene color reels only; 3-inch f/3 coated lens; 75-watt T-8 lamp; convection cooling; automatic centering; tilting device; double-mirror tilt reading; automatic film advance; built-in projection pointer throws arrow on screen. Price, $47.50; case, $5.

MFR., Sawyer's Inc.

VUAID COLORMASTER

Takes 2x2 glass slides and cardboard mounts; metal construction; 4-inch f/3.5 lens; sliding focusing; line voltage 110-120 a-c, d-c; 100-watt T-8 lamp; convection cooling. Price, $9.95.

MFR., Bradfield & Bidwell, Inc.

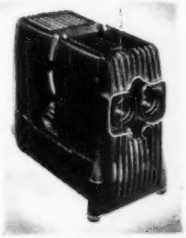
WEIMET MODEL A DELUXE

Takes 2x2 glass slides and cardboard mounts; single and double-frame 35-mm film; 5-inch f/3.5 lens; apertures up to f/3.5; helical focusing; 150 watt bayonet-type lamp; self-centering slide carrier; tilting device; automatic frame-centering. Price, $22.50.

MFR., Weimet Film Co., Inc.

STEREO

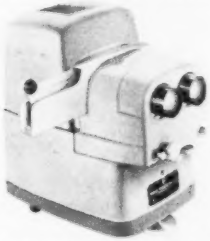
STEREO-REALIST



Takes Stereo-Realist and other standard stereo mounts, glass or cardboard; all-metal construction; dual projection system; matched 5-inch f/2.8 coated anastigmat lenses for three-dimensional projection; coupled focusing; guillotine-type coupled shutters operating automatically when slide is positioned; rotating slide carrier; automatic slide alignment; two 500-watt lamps; convection cooling; projects 50x50-inch image at 15 feet. Price, including carrying case and several pairs of Polaroid viewing glasses, $290 including tax. Accessories available include 750 and 1,000-watt lamps and 2-inch f/2.8, 3½-inch f/2.3 and f/2.8, and 7½-inch f/4 coated lenses.

MFR., David White Sales Co.

TDC STEREO VIVID



Takes Stereo-Realist slides and double-frame 35-mm stereo slides; also takes standard 2x2 slides for regular projection; has dual projection system with matched coated 5-inch anastigmat f/3.5 lenses for three-dimensional projection in color; lenses simultaneously focused with compensating adjustments; 2 500-watt lamps with dual condensing system and independent light controls; blower-and-duct cooling system; a-c operation only. Price, $165; case, $20. Stereo Vivid with 4-inch lenses, $175, models for d-c use available at extra charge of $10. Accessories include Polaroid plastic spectacles, $2; Polaroid cardboard viewers, 15 cents.

MFR., Three Dimension Co.

PROJECTION SCREENS

AURORA

Model S. Glass beaded; tripod type; square size screens adjustable to oblong shape; equipped with square-tubed tripod. Sizes from 30x40 to 52x70 inches; priced from $19.95 up. Seven different sizes available.

Model C. Glass beaded; tripod type; three sizes from 30x40 to 37x50 inches; priced from $13.75 up.

Model D. Glass beaded; hanging type; includes case; hanger brackets; 10 models sizes from 30x40 to 84x84 inches; square and rectangle; priced from $11.50 up.

Model E. Glass beaded; table (easel) model; furnished with wire easel and rubber tip. 4 sizes, from 13x18 to 30x40 inches; priced from $1.95 up.

MFR., Aurora Industries, Inc.

BAUSCH & LOMB

Models 41-31-26 and **41-31-28.** White opaque; hanging type; made of heavy cloth; spring rollers; two sizes, 6x6 feet, $15; 8½x8½ feet, $28.

Models 41-31-36 and **41-31-38.** Aluminum coated; hanging; heavy material with metallic surface; mounted on spring rollers; two sizes; 6x6 feet, $20; 8½x8½ feet, $28.

MFR., Bausch & Lomb Optical Co.

CRYSTAL BRITE

Table Model. Beaded surface; matte-white; standard type table model; 5 sizes available 18x24 to 30x30 inches; prices from $2.95 to $6.

Wall Model. Glass beaded; spring roller; 30x40 to 37x50; prices from $8.95 to $13.50.

Model 1000. Glass-beaded; standard folding tripod type; spring rollers in metal case; 3 sizes; 30x40 inches, $10.95; 40x40 inches, $14.50; 37x50 inches, $17.50.

Model 1300. Glass-beaded; portable metal box type; dustproof; spring roller; combination tripod and table-type model; size, 30x40 inches; price, $12.95.

DIST., American Camera & Photo Supply Co.

CURIO PHOTO

Opacoflex. Translucent surface; hanging type; for toy projectors, 8 and 16-mm. projectors; three sizes; 18x25, $1.50; 25x37, $2.50; 38x38 inches, $3.50. Cases available for $.50.

MFR., Curio Photo.

DA-LITE

Model B. Crystal-beaded; matte-white; hanging type; spring-roller; all-metal case protects screen when not in use; has brackets for wall or ceiling; sizes from 30x40 to 72x96 inches; priced from $12 to $68.25; square sizes from 40x40 to 84x84 inches; priced from $13.50 to $60.50.

Model C. Crystal-beaded or matte-white; built in wall and ceiling hangers; spring-roller and all-metal case; sizes from 6x8 feet to 12x12 feet; priced from $94.50 to $192.50. Floor stands available from $50.50 to $54.

Electrol. Crystal-beaded or matte-white; hanging screen; electrically operated; limit switch for automatic operation; sizes from 6x8 feet to 20x20 feet, priced from $275 to $520.

Versatol. Crystal-beaded; tripod type; spring-roller; square tube; automatic height adjustment; sizes from 30x40 to 70x70 inches; priced from $18.40 to $46.20.

DeLuxe Challenger. Crystal-beaded or matte-white; tripod-type; automatic, positive locking tripod adjustment; gable-roof legs; sizes, 30x40 to 70x70 inches; priced from $22.55 to $54; cases, $5.75 to $7.70.

Picture King. Beaded; mildew and fire resistant; all-aluminum tripod; secure locking device; leveler for correct positioning; gravity-opening legs; sizes, 37x50 to 72x96 inches; priced from $43.45 to $104.50; cases, $7.70 to $13.75.

Stereo Challenger. Silver surface for three-dimensional projection; hangs flat; projector light polarization; tripod-type model; sizes, 40x40 to 50x50 inches; priced from $25 to $34; cases, $5.75 to $6.25.

Da-Lite Jr. Crystal-beaded; table or hanging-type model; screen surface held taut between 2 all-steel tubes by spring wire support; suction cup foot; sizes, 18x24 to 30x40 inches; priced from $3.50 to $7.

Comet. Crystal beaded; tripod model; preset picture size; adjusts from square to rectangular format; 4 sizes from 30x30 to 50x50. Prices, from $13.75 to $21.50.

Hilo. Crystal beaded; tripod model; adjusts to 3 heights in square and rectangular formats; low position 11 inches from floor; 3 sizes from 50x50 to 70x70. Prices, from $35.25 to $54.

Model M, Photo Background. Two surfaces, reversible; matte white on one side, gray on the other; low position about 13 inches from floor; 2 sizes, 60x72 and 70x96. Prices, $52.25 and $66.

MFR., Da-Lite Screen Co., Inc.

KLEARCITE

Klearcite. Translucent; table type; mounted in frames with feet; rear projection allows pictures to be shown in daylight. Prices and sizes on request.

MFR., Klearcite Screen Co.

NATCO

Natco. Beaded; tripod type; silver Hammerloid finish; four sizes, 30x40 to 52x70 inches; priced from $16.85 to $40.

MFR., Natco, Inc.

PETRICK

Pet Economy. Glass-beaded; tripod model; handle for carrying; automatic spring lock on extension rod. Screen sizes 30x40, 40x40, 37x50 inches; priced at $12.95, $14.95, and $16.95; cases available as accessories.

Pet Wall Model. Glass-beaded; hanging type; spring roller; steel case; 3 sizes, 30x40, 40x40, 37x50 inches; priced at $9, $10, and $14.50; cases available as accessories.

Pet Table Model. Glass-beaded; table model; 2 sizes, 30x40 and 40x40 inches; priced at $12.50 and $15; cases available at $9 and $15.95.

MFR., Petrick Bros., Inc.

RADIANT

Radiant Automatic. Glass beaded; fine grain, brilliant Hy-Flect fabric; electrically operated with reversible a-c motor; aluminum screen roller; can be suspended from ceiling or mounted on walls. 15 sizes from 6x8 to 15x20 feet; prices on request.

Model DLS Screenmaster. Glass-beaded; matte-white or 3-dimension silver; flame-proof; mildew proof; washable Vyna-Flect screen fabric; adjustable screen height and size; snap-out leg opening; 8 sizes from 30x40 to 70x70 inches; priced from $21.95 to $54.95; cases from $5.95 to $8.50.

Super De Luxe. Vyna-Flect, washable; tripod type; metal tripod with swingout metal case having round end cap, enclosing slat collars; 3 sizes, from 63x34 to 84x84 inches; priced from $89.75 to $102.75.

Model KC De Luxe Champion. Glass-beaded Hy-Flect fabric; square tubed tripod; fully adjustable; no-tear roller pocket; 8 sizes, 30x40 to 70x70 inches; priced from $19.95 to $49.95; cases, $5.25 to $7.50.

Model QB Bantam. Glass-beaded Hy-Flect fabric; full height and screen size adjustability; light weight; 3 sizes, 30x40 to 37x50 inches; priced from $13.75 to $19.25.

Model EC Wall and Ceiling. Vyna-Flect, washable, mildew-proof, flame-proof fabric; aluminum screen case; reversible brackets; spring roller; 8 sizes from 6x8 feet to 12x12 feet; priced from $93.50 to $185.

Model W Wall Hanging Screen. Glass-beaded; fine-grain, brilliant, Hy-Flect fabric; metal case; spring roller; 11 sizes, 30x40 to 72x96 inches; priced from $11.95 to $67.50.

Model L Easel and Table Type. Fine grain, beaded fabric; hanging-type; slat tips and black border; 3 sizes, 18x24, 22x30, and 30x40 inches; priced at $3.50, $4.50 and $7.50.

MFR., Radiant Mfg. Corp.

RAVEN

Metal Case Hanging Model. White-opaque, beaded, or Haftone. Spring roller in metal case; 16 sizes, from 30x40 inches to 70x70 inches; priced from $13 to $35.

New Standard Tripod Model. Beaded, Witelite (matte-white) or Haftone (cotton face matte-white); sizes 30x40 to 70x70 inches; priced from $25 to $55.

DeLuxe Automatic Collapsible Box Model. Beaded, Witelite (matte-white) or Haftone (cotton face matte-white); sizes, 30x40 to 45x60 inches; priced from $28 to $50.

Metal Case Hanging Model. Beaded, Witelite (matte-white) or Haftone (cotton face matte-white); sizes, 5x7 feet to 10x10 feet; priced from $50 to $125.

Auditorium Model. Beaded, Witelite (matte-white) or Haftone (cotton face matte-white); springless roller, rope and pulley operation; sizes, 9x12 to 20x20 feet; priced from $175 to $440. Rear projection screens available; sizes from 52x72 inches to 20x20 feet. Models and prices on request.

MFR., Raven Screen Corp.

SIMPLEX

Simplex. White reflective paper; replaceable if soiled or damaged; weight 4½ pounds; table model; leather carrying handle; 32x32 inches; price, $7.50.

MFR., Engineered Products Co.

SPIRATONE

Tripod Model. Pyroxylin beaded fabric; roll-up metal cannister; 5 sizes available; 30x30 to 50x50; prices, $5.84 to $14.94.

MFR., Spiratone.

STEWART

Rear Projection. Plastic screen for any light transmission to balance with projector light; white, neutral, or black tone; special roller type of any desired light transmission mounted in roller case with side arms; sizes, 24x30, 30x30, 30x40 and 40x40 inches; also models available for Polaroid and stereoscopic projection. Prices on request.

Front Projection. Reflective type; white matte; silver finish for Polaroid and stereo projection; available in any size for frames or in 30x30 or 40x40 inches roller cases. Prices on request.

MFR., Roy C. Stewart & Sons

S.V.E.

Glowhite. Matte-white, beaded, or silver; lightweight; adjustable in height; three sizes; 40x40 inches, $20; 50x50 inches, $27.50; 60x60 inches $38.50.

MFR., Society for Visual Education, Inc.

TRANSMIRRA

Depth-Vue. Silvered, beaded, or flat white; box model; seven sizes, from 30x40 to 70x70 inches; priced from $35 to $95.

MFR., Transmirra Products Corp.

TOWER

Tower DeLuxe. Glass-beaded; tripod model; steel extension rod; adjustable steel tripod with rubber feet; metal handle; rust resistant; automatic clutch for raising and lowering; attached metal carrying case; 4 sizes, 30x40, 37x50, 50x50, 52x70 inches; priced at $14.95, $19.50, $22, and $32.50.

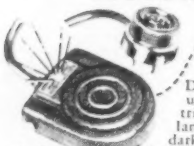
Tower Economy. Glass-beaded; tripod model; all-steel stand; 2 sizes, 30x40 and 40x40 inches; priced at $8.95 and $10.95.

Tower 8500. Glass-beaded; hanging or table model; metal base for table use; durable; rust-proof; spring roller; light-weight portable; size, 22x30 inches. Price on request.

MFR., Sears, Roebuck & Co.

GIVES YOU AN EXTRA HAND!

NEW LINEMASTER fotoswitch



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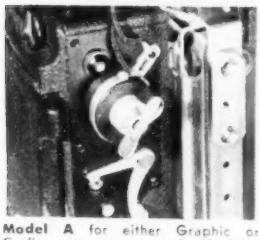
(Including Flashing Units)

BACO FOCAL PLANE SYNCHRONIZER

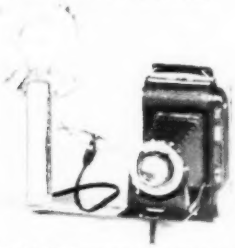


Model A for either Graphic or Graflex cameras, comes in kit form to be installed by any service department; positive synchronization with focal-plane shutter with either G-E 31 or Superflash 2A flashbulbs used at any speed above the actual duration of the flash.

Model B is similar to above but may be installed by anyone; comes as a complete unit and attaches to the winding key of the camera. Price of each less battery case or reflector, $15.

MFR. Baco Accessories Co.

C.O.C. UNIVERSAL



Available in 8 models to fit most single and double-action shutters with cable-release socket; adjustable, aplanatic reflector; battery case with extension outlet; mechanical synchronization. Model 10-A for cameras with cable-release sockets, complete with Universal tripper, $10.90 including tax; Model 10-A11, with tripper on battery case for Leica, $13.90; for others, $12.90; Model 10-B complete with accessory cable for Kodak cameras with Pre-synchronized shutters, Land camera, Ciro-flex, Ansco Speedex and Titan, $8.90 including tax; same price for Model 10-C designed for cameras with Prontor shutters; Model 10-D for Kine Exaktas, and Model 10-E for Robot cameras. Model 10-CC, for all Compur Rapid and Prontor S shutters with built-in synch., $9.80, inc. tax.

MFR., Camera Optics Mfg. Corp.

COMPRO-FLASH

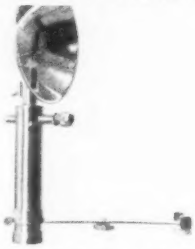
For Compur and Compur Rapid, Wollensak Rapax and Alphax, and Ilex shutters, including both rim-set and dial-set types; internal built-in synchronization; the system couples directly to the blade actuator linkage of the shutter and gives consistent results with low contact resistance; all work done at the factory. Price of installation with cord and plug, $18. Accessories include 2-cell flash holder, long cords, and 7-inch reflector.

MFR., Compro-Flash.

FLASH KING MODEL EO

Synchronizes with between-the-lens shutters at all speeds with standard wire-type lamps and body-release type cameras such as Retina and Argoflex; synchronizes by means of mechanical cocking and solenoid tripping device; adjustable bracket with supporting clips; 5½-inch reflector; remote control outlet and extension outlet. Price, $22.50 including tax. Accessories include remote control cord and brackets.

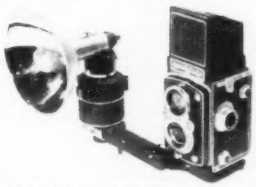
FLASH KING MODEL SM



For use with Eastman self-cocking shutters; adapted to focal-plane shutters of Contax, Leica, and Foth Derby at recommended speeds from 1/100 to 1/1250 sec.; uses two medium-sized batteries; 5-inch reflector; for midget bulbs; slip-in bayonet socket; synchronizes by means of a toggle action switch having a zero time lag. Price, $17.50 including tax.

MFR., Western Photographic Mfg. Co.

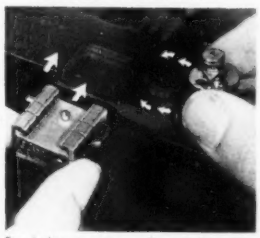
FLASH-TRONIC



Mechanical synchronizer; models designed for Automatic Rolleiflex, Contax, and Leica cameras; batteryless unit using a-c generator; recommended speeds with Leica shutter, 1/40 to 1/1000 sec.; with Contax, 1/25, 1/50, and 1/125 sec. and faster; 2 reflectors available as accessories; unit generates own current. Price, $59.50 including tax for Rolleiflex, Leica, or Contax model. Accessories include reflectors, multiple flash extension adaptors, hand cable releases, etc.

MFR., Technical Oil Tool Corp.

GEISS-KONTAKT



For Leica cameras; all models except Standard and IIIf; mechanical synchronizer; recommended for speeds up to 1/500 sec.; for every type of flash lamp and electronic flash unit; fits accessory clip of Leica camera, and will accept all accessories designed for use with the accessory clip; installed by user; utilizes any flashgun accepting Kalart PC or Heiland 62 cords. Price, $19.50.

MFR., Geiss-America

GRAFLITE FLASH SYNCHRONIZERS

Model 2726 for between-the-lens shutters; 2-cell battery case; 5-inch reflector; high resistance, inertia-type solenoid, 3-position series-parallel switch; 5 identified outlets; automatic lamp ejector; micromatic switch; right or left mounting; heavy duty clamp; remote control outlet; provision for multiple battery connections. Price with solenoid, mount, and connecting cord, $39.15.

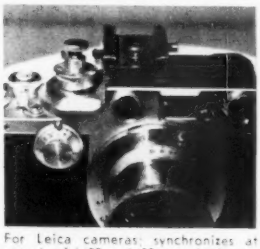
Model 2728 same as 2726, but with 7-inch reflector for standard screw-base lamps. Price, $38.15.

Model 2736 same as Model 2726, but with 3-cell battery case. Price, $40.65.

Model 2738 same as Model 2728, but with 3-cell battery case. Price, $39.65. Accessories for Graflite synchronizers include 5 and 7-inch reflectors, extension tubes, connecting cords, sidelighting units, mounting brackets, safety shield for 5-inch reflectors, diffusion shield for 5-inch reflector.

MFR., Graflex, Inc.

HAKOSYN



For Leica cameras; synchronizes at speeds of 1/20 or 1/30 sec., 1/60 sec., 1/100 sec., and strobe; speeds can be changed without removing unit. Price, $12.50.

DIST., A. G. Photo Co.

HEILAND PRESSMASTER

Synchronizes with between-the-lens shutters from 1/25 to 1/500 sec.; adaptable to focal plane shutters on Crown and Speed Graphic and similar type cameras; 3-cell case using size D batteries; 7-inch Lumenar-Type 47 reflector; self-centering socket with reflector adjustable for all standard flashbulbs. Price, with battery-case E clamp, $46.52, inc. F. E. T., with heavy duty mounts, $50.54, inc. F. E. T.

PRESS MODEL S

Synchronizes with between-the-lens shutters at speeds from 1/25 to 1/500 sec.; adaptable to focal plane shutters on Speed-Graphic type cameras; 3-cell battery case using size D batteries; choice of reflectors. Prices, with battery case clamp, vary from $43.93 to $46.52, depending upon the reflector. Prices, with heavy duty mounts, vary from $47.95 to $50.54, depending upon the reflector. Accessories same as above.

MODEL R-II

For Kodak Retina I and II, and Compur Rapid shutters; magnetic synchronizer; 3-cell unit for use with between-the-lens shutters at speeds up to 1/250 sec.; Heiland 45A 6-inch reflector; bayonet socket, complete with clamp, bracket, coil and cord. Price, $53.53, inc. tax. Sidelight and reflectors available.

MODEL K SYNCHRONIZER

For use with cock-and-trip shutters and cable release shutters; 3-cell case using size D batteries; choice of reflectors; Prices vary from $42.38 to $44.97, inc. F. E. T., depending upon reflector. Accessories same as above.

MODEL KD

For use with Argoflex, Ciroflex, and self-cocking shutters; features same

as Model K. Price, with battery case, battery case clamp, reflex bracket, coil with special mounting bridge, varies from $42.38 to $44.97, inc. F. E. T., depending upon reflector.

PRESS MODEL SR for f 3.5 Rolleiflex

For use with all f 3.5 Rollei cameras; can be used with similar type cameras with some adaptations; 3-cell battery case; uses size D batteries; battery case clamp; universal reflex bracket; two types of coils and cords. Price varies from $52.10 to $54.68, inc. F. E. T., depending upon reflector. Accessories same as other models.

PRESS MODEL 2.8 SR

Same as above, except for Rolleiflex with f 2.8 lens; optional 7-inch Lumenar or 6-inch 45A reflector. Price, $54.68. Sidelight units, reflectors and Strobonar units available.

MODEL KB

For use with the Super Ikonta B and BX models; 3-cell battery case; uses size D batteries. Price varies from $47.38 to $49.96, inc. tax, depending upon reflector. Accessories available, the same as above.

MFR., Heiland Research Corp.

JEN FLASH TYPE II CAPTOR

Mechanical synchronizer for Leicas, Nos. 30,000 to 365,000, Nicca, Kardon, Canon, Contax-S and Kine Exacta cameras; recommended speeds for focal-plane synchronization, 1/60 to 1/1000 sec.; B-C unit using condenser and 1 22½-volt battery; 5-inch paraboloidal reflector; bayonet lamp socket; installed by user. Price, $35.50. Extensions, reflectors and cables available.

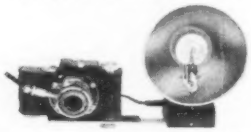
MFR., Jen Products Sales Co.

KALART COMPAK AUTOMATIC SPEED FLASH

For use with Compur and other between-the-lens shutters; uses midget bayonet flashbulbs only; includes Battery-Flector unit; built-in Safety-

First test light; 2 size C batteries; 5-inch concentrating reflector; patented bulb ejector; extension bracket; lightweight, pocket-sized unit. Price, $20.95 including tax. Accessories include cables, adapters, and fittings.

KALART COMPAK PASSIVE SPEED FLASH



For cameras having pre-set automatic self-cocking shutters; available without tripper for use with shutters having built-in synchronization; has same general make-up as the above model; Complete with Passive synchronizing unit, Battery-Flector unit with two standard C-size batteries, built-in Safety-First test light, and extension bracket. Price, $9.95 including tax. Accessories include Model PSW synchronizer unit for self-setting Wollensak shutters, and PWA adapter for Ansco Viking camera.

KALART B-C MULTIFLASH

For cameras with built-in flash synchronization; models available for non-synch shutters; B-C unit using condenser and 1 22½-volt battery; will flash up to six lamps with extensions totaling 250 feet; bayonet lamp socket; same construction and appearance as Compak Speed Flash, complete choice of brackets and connecting cords available; extensions available. Prices start at $14.95, depending on bracket and cord; extension units, $10.95.

KALART DELUXE COMPAK SPEED FLASH

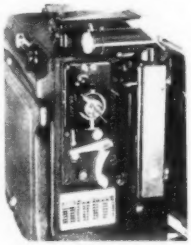
Same features as Compak Passive, except has cylindrical battery case; uses 2 1½-volt batteries; test lamp; bulb ejector; bayonet lamp socket; for same cameras and shutters as Compak Passive. Price, with bracket, depends on selection of cord.

KALART MASTER AUTOMATIC SPEED FLASH

Synchronizes with Compur or other between-the-lens shutters at all speeds; can be satisfactorily adapted to focal plane shutters on the Contax, Leica and most miniature cameras; recommended speed with focal plane shutter, 1/200 sec. or faster; available without tripper for use with shutters having built-in synchronization; has 3 standard size C batteries; 6-inch paraplanatic reflector; adjustable for various bulb sizes;

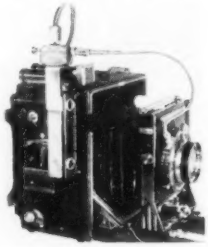
unit opens the shutter mechanically, using batteries only to flash the bulb; Focuspot outlet. Price complete, $27.50 including tax. Accessories include reflector for midget flashbulbs, Kalite flash extension unit, couplings, adapters, and fittings.

KALART SISTOGUN II



For focal plane shutters on 3¼x4¼ and 4x5 Anniversary and old-style Graphic cameras; synchronized speeds up to 1/1000 sec.; use with G-E 31 and Superflash 2A flashbulbs; fits under winding knob of focal plane shutter; can be used with same battery case and reflector as used with front shutter synchronizer. Price, complete with screws for installation and connecting cord, $14.50 including tax.

KALART SYNCHROSTROB



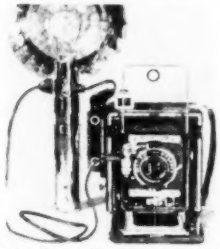
Synchronizes with between-the-lens shutters up to 1/100 sec., with instantaneous firing electronic flash units. Eliminates open-shut flash shots with electronic flash units; operates mechanically with no battery case necessary; automatically opens the shutter first and then fires the flash unit at optimum opening of shutter. Price complete, $16 including tax.

KALART MASTER PASSIVE SPEED FLASH

For use with cameras having pre-set, automatic self-setting shutters; available without tripper for use with shutters having built-in synchronization; 3 size C batteries; 6-inch paraplanatic reflector; standard lamp socket; outlet for using extension cord for multiple flash. Complete with Passive synchronizing unit, battery case with 3 batteries, and angle extension bracket. Price, $16.95 including tax. Accessories include synchronizing unit for self-cocking Wollensak shutters, and adapter for Ansco Viking camera; concentrating reflector for midget flashbulbs.

MFR. The Kalart Co.

KING LIFE S-G



Synchronizes with Compur or other between-the-lens shutters from 1/50 to 1/400 sec.; available without tripper for use with shutters having built-in synchronization; 3 standard batteries; 6-inch reflector adjustable for various bulb sizes; standard socket; adjustable case clamp; focus spot outlet; remote control and extension flash outlets on battery case. Price, complete, $42. Complete line of accessories.

KING LIFE KING B

Synchronizes with Compur and other between-the-lens shutters from 1/50 to 1/400 sec.; has 3 standard batteries in 3-cell chrome-plated case; bayonet safety base; adjustable case clamp; 6-inch reflector; molded cords; special tripper bracket. Price, $42. Complete line of accessories available.

KING LIFE SPEED R

For use with between-the-lens shutters; has same make-up as the above model; camera must be shipped to factory for installation. Complete with 3-cell battery case, safety base, adjustable case clamp, and 6-inch reflector, price is $48. All accessories available.

KING LIFE K

For use with between-the-lens shutters at speeds from 1/50 to 1/400 sec.; 3 standard batteries used; 6-inch reflector; adjustable for various sized flashbulbs; standard socket; 3-cell battery case; adjustable case clamp; bayonet safety base; available for standard or tapered thread. Price $38. All accessories available.

King Life Liteweight Passive. Has Passive tripper with universal thread adapter for shutters with straight or tapered cable release socket. Similar features as Model K. Price, $12.95.

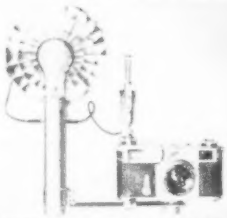
MFR., Life Industries, Inc.

LEICA SYNCHRONIZED FLASH UNITS VIII, VIIIa

For use with the Leica camera; recommended speeds on focal plane shutter from 1/20 to 1/2000 sec.; uses 3 type D batteries; matte-finish inner surface on reflector; special baseplate for attachment to camera; booster spring to eliminate drag on shutter mechanism; external slider for selective synchronization. Model VII for Leicas D, E, F, and G; model VIIIa for Leica IIIc camera. Price, including tax and installation, $63.

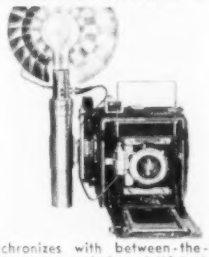
MFR., E. Leitz, Inc.

MENDELSOHN SPEEDGUN CUSTOM MODEL



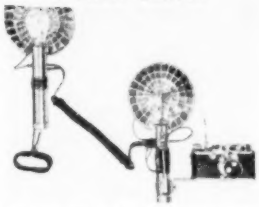
Magnetic synchronizer for all speeds with between-the-lens shutters; uses 2 size C batteries; 5-inch aplanatic Twinflector; adjustable for various bulb sizes; bayonet and standard lamp socket; extension and remote control outlets; no adjustments required; designed to operate on the body release of the camera. Price, Model E1040 for Contax, $45, including tax; Model 1041M for Leica, and Model 1048 for Perfex, $45 including tax; Model 1051 for Automatic Rolleiflex, $35.

MENDELSOHN SPEEDGUN MODEL E-4



Synchronizes with between-the-lens shutters at speeds from 1/10 to 1/500 sec.; uses three size D batteries; 7-inch aplanatic Twinflector; adjustable for various bulb sizes; combination bayonet and standard socket; pre-synchronized for all shutter speeds. Price, $29.80 including tax. Accessories include remote control, multi-flash, multiple reflector, etc.

MENDELSOHN SPEEDGUN E-1000 SERIES



Synchronizes with between-the-lens shutters at speeds from 1/10 to 1/1000 sec.; uses two batteries; 5-inch Twinflector for flat lighting; adjustable for various bulb sizes; combination bayonet and standard socket; pre-synchronized for all shutter speeds. Price is $29.80 including tax. Accessories available same as above.

MENDELSOHN MODEL E-2

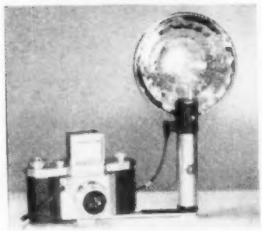
For use with between-the-lens shutters at speeds from 1/10 to 1/1000 sec.; 7-inch aplanatic Twinflector; adjustable to various bulb sizes; combination bayonet and standard socket; uses 3 large batteries; pre-synchronized for all shutter speeds. Price, $35 including tax. Accessories same as above.

MFR., Mendelsohn Speedgun Co., Inc.

PRACO DUO-FLECTOR

Mechanical synchronizer and flashing unit for all cameras except those having focal-plane shutters; uses 2 medium batteries; 3-cell case available; 5-inch reflector, adjustable for either screw base or bayonet base lamps; without adapter; bulb ejector; extension outlet. Model A for Argoflex, and Ciro-flex cameras with Alphax shutters, $17.25; Model B for all other non-synch shutters, $17.25; for cameras with synchronized shutters, $15.75; 3-cell cases for above models, $17.95 and $16.50; prices inc. tax.

PRACO MODEL C



Mechanical synchronizer for all cameras and shutters; except those having focal-plane installations; uses 2 medium batteries; 5-inch reflector; standard lamp socket; bayonet base adapter available; same unit takes interchangeable cords for all shutters; bulb ejector; extension outlet. Price, $12; for non-synch shutters, and for Super Ikonta B and BX cameras, $15.35. Flash testers available.

PRACO FLASHMAKER

Mechanical synchronizer for between-the-lens shutters, for speeds from 1/25 to 1/250 sec.; uses 2 medium batteries; 5-inch reflector; screw base lamp socket; adapter for bayonet base lamps; tripper allows use of delayed-action timer or cable release; bulb ejector. Price, $8.75; de luxe model, $10.75.

MFR., Praco Photo Products Co., Inc.

RAY-O-FLASH SYNCHROMAT

Mechanical plunger-type synchronizer made of transparent Lucite material; utilizes plunger for connection to any shutter using cable release; adjustable by the user; outlet for connection to flashgun. Price, $12.50 including tax.

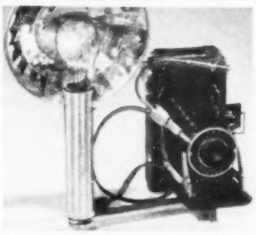
MFR., American Cinefoto Corp.

ROLLEI CUSTOM FLASH

Solenoid built internally; not internal points in shutter; custom built for each camera; for remote control flash on all shutter speeds with all normal delay flashbulbs; synchronizes for electronic flash; used with any 3-cell battery case; no need to remove tripper before putting camera back in carrying case. Price, $75.

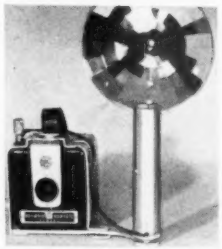
MFR., Pacific Photo Products.

SERVICE FLASHMAKER



Synchronizes with between-the-lens shutters at speeds from 1/25 to 1/500 sec.; uses two medium batteries; 5-inch polished, faceted reflector; adjustable for various bulb sizes; standard socket; bulb ejector. Price, $7.97 including tax. Accessories include midget bulb adapter. Deluxe model with extension flash outlet, $9.85.

SERVICE SNAPFLASH



Service Model for the Brownie Hawkeye camera; mechanical synchronization with camera set at 1; same features as Snapflash model, but has encircling clamp for the camera. Price, $4.42 including tax.

Mechanical synchronizer for between-the-lens shutters set at Instantaneous; uses 2 Type C batteries; 5-inch multi-faceted reflector; adjustable for various bulb sizes; standard lamp socket; synchronizes with most box cameras. Price, $4.42 including tax.

MFR., Service Photo Suppliers, Inc.

SIMS MODEL D-2

For use with Leica, Kardon, Nicca, Canon, Leotax and Tower cameras; synchronizes with focal plane shutter from 1/20 to 1/1000 sec.; uses four penlight battery cells, for 6-volt operation; 4½-inch spun aluminum with etched, satin surface reflector; standard socket; slips on camera accessory clip; case contains warning pilot light and safety switch. Price, $28.50 including tax.

SIMS SPECIAL

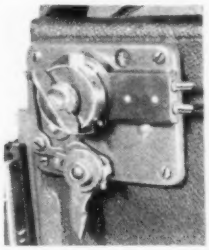
Identical to above, but for use with any Leica camera of series I, A, C, or E; must be fitted at factory. Price, including installation, $31.50, inc. tax.

SIMS SERIES D MODEL BRC

Same external appearance as Model D-2; case contains 1 22½ volt battery, 100 mfd condenser, and 5M resistor; no pilot light; safety switch. Available on special order only. Price, with battery, $37.50, inc. tax.

MFR., R. A. Simerl Mfg. Co.

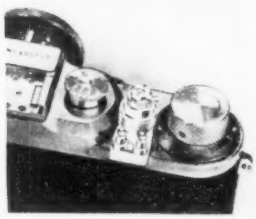
SMEATON



For Speed Graphic and Graflex cameras; synchronized with curtain shutter at factory. Price for installation, $19.50 complete.

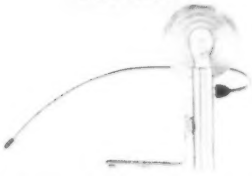
MFR., Smeaton Company

SPECTRA SYNCH



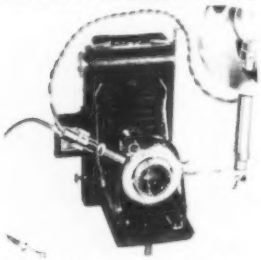
Electrical contact synchronizer for Leica and Contax cameras; screws into body release guard threads; recommended for focal-plane shutter speeds up to 1/1000 sec.; does not interfere with any normal camera operations; may be left in position permanently; threaded for use with Leica cable releases. Price, $17.50, inc. tax.
MFR., Photo Research Corp.

STERLING-HOWARD SOL-LITE



Mechanical synchronizer for between-the-lens shutters at speeds from 1/25 to 1/200 sec.; for all cameras with built-in synchronization or cable release sockets; uses 2 Type D batteries; 5-inch aplanatic reflector adjustable for various bulb sizes; standard lamp socket. Price, $8.95 including tax.
DIST., Sterling-Howard Corp.

VICTOR SM SYNCHRONIZER NO. 63



Synchronizes with between-the-lens shutters at speeds up to 1/200 sec.; uses two penlite cells; has 5-inch polished spun aluminum reflector; for use with midget bulbs; synchronizes to 1/200 sec. with SM flashbulbs, and to 1/50 sec. with midget flashbulbs. Price, $3.95 plus tax. Accessories include auxiliary flash units, clamps, etc.
MFR. Jas. H. Smith & Sons Corp.

FLASHING UNITS

BEE BEE FLASH UNIT

For use with the Robot II camera and other Robot camera models having shutters with built-in synchronization. Price, $35 including tax.
DIST. Burleigh Brooks Co.

C.O.C. STANDARD

Nine models available for Ansco Pioneer, Rediflex, and Flash Clipper, Brownie Reflex, Kodak Duaflex, Target Brownie, Kodak cameras with built-in synchronization, and Spartus Full-Vue; includes aplanatic reflector; battery case, connecting cord; camera bracket. Prices range from $3.25 to $6.12.
MFR., Camera Optics Mfg. Corp.

FINELUX

For shutters with built-in synchronization; uses 2 C batteries; made of stainless steel; reflector folds into battery case when not in use; furnished either with arm bracket or shoe for accessory clip; uses cables for ASA flash shutters, Compur Rapid or Prontor S synchronized shutters, or Finetta camera; leather cases available. Price, including cable, $9.95 with accessory clip; $10.95 with arm bracket; leather carrying case, $1.48; prices inc. tax.
DIST., The Bennett Co.

FLASH KING CA

For shutters with built-in flash synchronization; battery case is 3 inches long, 1 1/4-inch diameter; adjustable 5 1/2-inch reflector; uses 3 penlight batteries; socket adjustable to midget and standard base lamps; unit screws in camera tripod socket; no bracket required. Price, $8.95 including tax.
MFR., Western Photographic Mfg. Co.

GRAFLITE FLASHING UNITS

For use with Graphic-Graflex cameras and others having built-in flash synchronization; lightweight battery case 5 or 7-inch reflectors; 3-position series-parallel switch; 5 identified outlets; automatic lamp ejector; micromatic switch; right or left mounting; clamp; remote control outlet; provision for multiple battery case connections; right angle and platform brackets for use with miniature and reflex cameras having built-in synchronization. Prices: Model 2725, 2-cell case and 5-inch reflector, $25.95; Model 2727, 2-cell case, 7-inch reflector, connecting cord, $24.95; Model 2735, 3-cell case, 5-inch reflector, $27.45; Model 2737, 3-cell case, 7-inch reflector, $26.45.
MFR., Graflex, Inc.

HEILAND SYNCHRO-MITE

For all shutters with built-in synchronization; battery case; 2 batteries; 5-inch reflector; bayonet lamp socket; extension outlet; bulb ejector; cord; adjustable camera bracket. Price, $11.95, inc. tax.

HEILAND SYNCHRO-SPECIAL

For all shutters with built-in synchronization; chrome battery case; 2 D batteries; 6-inch reflector; screw base lamp socket; polarized shutter outlet; 2 extension outlets; bulb ejector; cord. Price, $16.45, inc. tax. Sidelight unit and optional reflectors available.

HEILAND SYNCHRO-CUSTOM

For Ciro-flex, Ansco Reflex, Rolleiflex, Rolleicord, Kodak 35, Kodak Reflex, Kodak Medalist II, Kine Exacta, and Polaroid Land cameras; 2 D batteries; adjustable reflectors; bulb ejector; 2 extension outlets; custom-fitted mounting bracket; polarized shutter cord. Prices: with 6-inch Lumenette reflector with standard lamp socket, $21.55; with 6-inch 45-A Flex-Focus reflector, with bayonet lamp socket, $24.15; prices inc. tax.
MFR., Heiland Research Corp.

KALART DE LUXE COMPAK FLASH UNIT

For shutters with built-in flash synchronization; battery case; test lamp; 2 medium cells; bulb ejector; cords available; same reflector as Compak Flash Unit. Price, $8.95, inc. tax.

KALART COMPAK FLASH UNIT

Model CFK for use with Kodak and other cameras with built-in synchronization; uses 2 standard size C batteries; special 5-inch concentrating reflector; built-in Safety-First test lamp; for use with midget bulbs; bulb ejector; bayonet connecting cord; complete with Battery-Flector, extension bracket, $8.95 including tax.
Model CFPC for Zeiss, Voigtlander, Retina II, Monte Carlo and other European cameras with built-in synchronization; same equipment as Model CFK. Price, $8.95 including tax.
Model CFL for Polaroid Land camera only; attaches to accessory clip on camera with special bracket; same equipment as above model. Price, $8.95 including tax.
Model CFP for use with Zeiss, Voigtlander, and Monte Carlo cameras. Similar to Model CFK. Price, $8.95 including tax.
Model CFT for Kodak Tourist f/4.5 and f/5.6 only; same equipment as above. Price, $8.95 including tax.

KALART MASTER FLASH UNIT

Model MFK for use with cameras with built-in synchronization; uses three standard size C batteries; 6-inch paraplanatic reflector; adjustable for various bulbs; special bayonet connecting cord; extension outlet. Price, including Master battery case with three standard cell batteries, angle extension bracket, etc., $15.95 including tax.

Model MFPC for Zeiss, Voigtlander, Retina I & II, Monte Carlo and other European cameras with built-in synchronization. Similar to above model. Price, $14.50 including tax.

Model MFUG-1 for use with press-type cameras with built-in synchronization; similar to the above model. Price, complete with Push Button Body Release, $14.50 including tax.
MFR. The Kalart Co.

KODAK FLASHOLDER

Designed for cameras with shutters having built-in synchronization; holds two type C batteries; lamp-ejector button. Price, $9.50 plus tax. Accessories include extension units, and extension cords.
MFR., Eastman Kodak Co.

KING LIFE DE LUXE FLASHER

For use with shutters having built-in synchronization; 2-cell chrome plated case; bayonet safety base; molded cords available to fit all type of built-in synchronization; 5-inch reflector. Price, $18.95.

LIFE JUNIOR FLASHER

For shutters having built-in synchronization; battery case; 5-inch reflector for standard lamps; connecting cord to fit all Kodak flash shutters; standard outlet for extension flash; camera bracket. Price, $18.75.

KING LIFE DOUBLE-O

For use with shutters having built-in synchronization; 2-cell chrome plated battery case; accepts either bayonet or screw-base lamps without adapter; focusing reflector; cords available for all shutter contacts; lamp ejector. Price, $17.85 including tax; model with passive attachment for non-synch shutters, $19.85.

KING LIFE MIDGET LITEWEIGHT

For use with shutters having built-in synchronization; 2-cell battery case; accepts bayonet-base lamps; 5-inch parabolic reflector; cord for A.S.A. bayonet-type contact; other cords available; lamp ejector. Price, $12.95 including tax; model with passive attachment for non-synch shutters, $14.95.

KING LIFE LITEWEIGHT

For cameras having shutters with built-in synchronization; battery case; reflector; connection cord for Kodak cameras; camera bracket. Price, $10.95.
MFR., Life Industries Corp.

MENDELSOHN FLASHER E

For use with all shutters having built-in synchronization; uses 2 size C batteries; 5-inch aplanatic Twinflector; adjustable for various lamp sizes; bayonet and standard sockets; extension outlets; camera bracket; connecting cord. Prices range from $15.75 to $21.50 including tax.

MENDELSOHN FOLDING SPEEDGUN SERIES 1200

Model 1215 for Ansco, Ciro-flex, Kodak, Polaroid Land cameras; Model 1217 for Exacta; Model 1235 for Monte Carlo and Prontor II; and Model 1235A for Compur and Prontor S shutters; uses 3 size C batteries; 5-inch aplanatic reflector; bayonet lamp socket; folding bracket; plug outlet; interchangeable cords. Price, $15 including tax.

Folding Speedgun Series 1400. Four models available as in Series 1200 and for same cameras; uses 3 size D batteries; 7-inch aplanatic reflector; stand lamp socket; folding bracket. Price, $15 including tax.

MENDELSOHN UNIVERSAL JUNIOR

For synchronized and non-synchronized shutters; aplanatic or parabolic reflector; remote control and extension outlet; cords available for all shutters; tripper switches available bracket. Price, $15.75 including tax.
MFR., Mendelsohn Speedgun Co., Inc.

MORTON MONOFLASH

For cameras with built-in synchronization; 5-inch reflector; bayonet lamp socket; 2 Penlite batteries; all-metal construction. Price, $7.95 including tax.
MFR., The Morton Co.

PRACO FLASH UNIT

For cameras with built-in synchronization; 2 medium batteries; 5-inch reflector; adjustable reflector; standard lamp socket; bulb ejector. Price: regular, for most shutters, $6.45; de luxe, for Prontor and Prontor S shutters, $9.85.
MFR., Praco Photo Products Co., Inc.

SERVICE FLASH UNITS

Model for use only with the Kodak Duaflex camera; uses two medium cells; has 5-inch polished reflector; adjustable for various bulb sizes; standard socket. Price, $4.42 including tax.

Model for use with Kodak and Wollensak shutters having built-in synchronization. Price, $7.13 including tax. Deluxe unit with extension outlet, $9.36.

Brownie Reflex Model similar to above. For use with the Brownie Reflex only. Price, $4.42 including tax.

Ansco Pioneer Model for use with the Pioneer camera only; uses two medium cells; has 5-inch polished reflector; adjustable for various bulb sizes; standard socket; bracket fit over top of camera. Price, $3.25 including tax.

Ansco Flash Clipper Model similar to above. For use with Flash Clipper only. Price, $4.42 including tax.

Model for Brownie Flash 620 only. Price, $3.86 including tax.

Model for use with the Ansco Rediflex only. Similar to the above model. Price, $3.86 including tax.
MFR. Service Photo Suppliers, Inc.

SIMS MODEL E

For use with Stereo Realist, Argus 21, and other cameras with flash contacts built into accessory clip; fits accessory clip; case contains 4 Penlite cells; 5-inch reflector; bayonet lamp socket; extension outlet. Price, $14.50 including tax.

SIMS MODEL ECX

Identical to above, but for Contax II-A. Price, $15.50 including tax.

SIMS MODEL EL

Identical to above, but for Leica F, G, IIc, III, IIIa, IIIb, IIIc; fits accessory clip; supplied for Leica IIIf on order. Price, $15.50 including tax.

SIMS MODEL E SPECIAL

Identical to above, but for all standard Leicas, series I, A, C, E; available on order only. Price, $17.50.

SIMS MODEL EBS

Identical to Model ECX, but for cameras having flash contacts in shutter; brackets available as accessory. Price, $15.50 including tax.
MFR., R. A. Simerl Mfg. Co.

UNIVERSAL MINUTE-16

For use with Minute-16 camera; 2 Penlite cells; bayonet lamp socket; unit may be disassembled. Price, $4.95 including tax.

UNIVERSAL M-29

For use with any Universal still camera except the Minute-16; slides into accessory clip on camera; bayonet lamp socket; 2 Penlite x cells. Price, $7.30 including tax. Cable adapter for use with Roamer cameras, $1.95.
MFR., Universal Camera Corp.

ELECTRONIC FLASH UNITS

Portable and Semi-portable Units of Interest to Amateurs

ACOUSTICRAFT

RELIANCE THRIFT-LITE AC-40

Semi-portable unit weighing 3½ lbs.; a-c only; for use only with X setting on mechanical and built-in synchronizers; adapted for focal-plane shutters; Thrift-Lite tube; 20,000 flashes per tube at 6500 K color temperature; 1/1000 flash duration; 10 sec. between flashes; 7-inch reflector; 12 feet of cord from gun to pack; 6 feet of cord from pack to outlet; no moving parts; tube operates on 450 volts. Price, $49.50, including tax. Accessories include L-brackets and cords for popular cameras, synchronizer for Leica.

RELIANCE THRIFT-LITE AC-45

Same features as above; can be used with shutters having either 5 millisecond built-in delay or X setting. Same accessories as above. Price $59.50, including tax.

MFR., Acousticraft Corp.

AMERICAN CINEFOTO

RAY-O-FLASH DE LUXE TRIPLE UNIT

Semi-portable unit weighing 12 lbs.; a-c only for use with all types of shutters; adapted for focal-plane shutters; Amglo Sunflash V-8 tube; 25,000 flashes per tube at 6500 K color temperature; 1/15000 flash duration; with 7 sec. interval between flashes; 14-inch parabolic reflector with 50-watt focusing lamp; 15 feet of cord; stand; 1, 2, or 3 light operation. Price, with 1 light, $140, tax included; with 2 lights, $185; with 3 lights, $230. Available accessories include booster pack, light stands, Fresnel photo-spot, giraffe boom light, photo cell.

MFR. American Cinefoto Corp.

AMERICAN SPEEDLIGHT

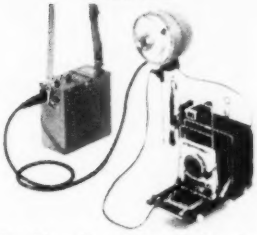
ASCOR MIDGET

Portable unit weighing 6 lbs.; 1 interchangeable wet cell battery; a-c and battery operation; battery can be charged; charger included in unit; for use with mechanical, solenoid, and built-in synchronizers and focal plane shutters; FT110 flashtube; 6500 K color temperature; flash duration of 1/5000 sec. with 10 sec. interval between flashes; 5-inch alzac reflector; 4 feet of cord. Price, $140.00, inc. tax. Accessories include battery condition meter, phototube, carrying case.

ASCOR 180-C

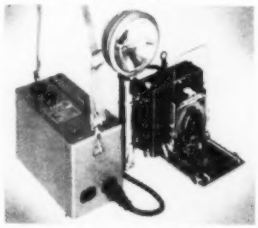
Portable unit weighing 18 lbs.; 1 wet cell battery; a-c and battery operation; battery can be charged; for use with mechanical, solenoid, and built-in synchronizers and focal-plane shutters; G-E FT220 and FT210 flash tubes at 6500 K color temperature; flash duration of 1/5000 sec. with 5 sec. interval between flashes; 7-inch pan or sealed beam reflector; 6 or 10 feet of cord. Price $281.90. Accessories include case, charger, battery meter, stands, reflectors.

ASCOR 90-D



Portable unit weighing 13 lbs.; interchangeable, chargeable wet cell battery; for use with mechanical, solenoid, and built-in synchronizers and focal plane shutters; G-E FT220, FT210 or Syl. flashtube at 6500 K color temperature; flash duration of 1/5000 sec. with 3 sec. interval between flashes; 7-inch pan or sealed beam reflector; light unit attaches on regular battery case. Price $245.10. Accessories are carrying case, charger, light units, etc.

ASCOR 90E



Portable unit weighing 13 lbs.; 1 interchangeable wet cell battery; combination a-c and battery operation battery chargeable; for use with all types of shutters and synchronizers; FT220 flashtube at 6500 K color temperature; flash duration of 1/5000 sec. with 3 sec. interval between flashes; choice of reflectors available. Price, $297.01, inc. tax.

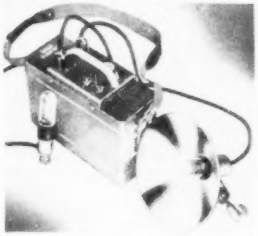
ASCOR 270-C

Portable unit weighing 25 lbs.; interchangeable wet cell battery; a-c or battery operation; chargeable for use with mechanical, solenoid, and built-in synchronizers and focal-plane shutters; G-E FT220 and FT210 flashtubes; 6500 K color temperature; flash duration of 1/3000 sec. with 6 sec. interval between flashes; choice of 7-inch pan or sealed beam reflector; 6 or 10 feet of cord. Price $299.85. Accessories include cases, charger, extension light, synchronizers, etc.

MFR., American Speedlight Corp.

AMGLO

PORTABLE FLASH DC 2552-A



Portable unit weighing 10½ lbs.; 2 interchangeable, rechargeable, wet cell batteries; for use with all shutters; adapted for focal-plane shutters; uses Amglo 5804X tube; 10,000 flashes per tube; 6500 K color temperature; one or two lights can be used; two units can be connected to give 2, 3, or 4 light operation; flash duration of 1/5000 sec. with 1 tube, 1/10000 sec. with 2 tubes; 7-8 sec. interval between flashes; 7¾-inch aluminum alzac specular reflector; 10 feet of cord; carrying case included; 600 flashes from one battery charging. Price on request. Available accessories include charger, extra batteries, extension lights, shutter cables, battery case adapters, extra condensers. Also available in a four-light unit, and in a kit for home assembly.

TWIN-LIGHT AC 2-85

Semi-portable 2 light unit weighing 16 lbs.; a-c operation only; for all types of shutters and synchronizers; adapted for focal-plane shutters; uses Amglo 54R4X tubes; 10,000 flashes per tube; 6500 K color temperature; flash duration of 1/2500 sec. with 1 tube, 1/5000 sec. with 2 tubes; 6 sec. interval between flashes. Amglo Ultra reflector, 7¾-inch diameter; 16 feet of cord; 2 units may be connected for operation of more lights. Price on request. Available accessories include collapsible stands, attaching to unit, cable for connecting two units. Available in kit form for home assembly.

PORTA-LITE DC 66-2

Portable unit weighing 7½ lbs.; 2 rechargeable wet cells; battery operation only; for all shutters and synchronizers; adapted for focal-plane shutters; uses Amglo 56J2Z tube; 10,000 flashes per tube; 6500 K color temperature; flash duration of 1/1500 sec. with 1 tube, 1/3000 sec. with 2 tubes; 12 sec. interval between flashes. Amglo 7¼-inch aluminum reflector; 7 to 12 feet of cord; carrying case included; 1 or 2 light operation. Price on request. Available accessories include extension lights mounted in reflector. Available in kit form for home assembly.

POWER LITE AC 66-2

Semi-portable unit weighing 14 lbs.; a-c operation only; for all shutters and synchronizers; adapted for focal-plane shutters; uses Amglo 68N9T, 78N9T, 88N9T, or 56J2Z tubes; 10,000 flashes per tube; 6500 K color temperature; flash duration of 1/1500 sec. with 1 tube, 1/3000 sec. with 2 tubes; 2 to 14 sec. interval between flashes; Amglo 7¼-in aluminum reflector; 10 to 14 feet of cord; 1 or 2 light operation; 2 units can be connected for operation of more lights. Price on request. Available accessories include extension lights mounted in Amglo reflectors, and collapsible stands mounted to units. Available also in kit form for home assembly.

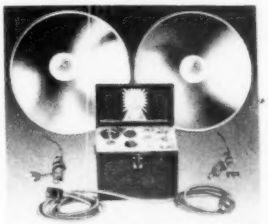
QUAD-LIGHT AC 4-85

Semi-portable unit weighing 23 lbs.; a-c operation only; for use with all shutters and synchronizers; adapted for focal-plane shutters; uses Amglo 54R4X tube; 10,000 flashes per tube; 6500 K color temperature; flash duration of 1/5000 to 1/2500 sec.; 12 sec. interval between flashes; 7¾-inch Amglo Ultra reflector; 16 feet of cord; selector switch controls multiple light operation. Price on request. Available accessories include collapsible stands attaching to unit, extension lights mounted in Amglo reflectors. Also available in kit form for home assembly.

MFR., Amglo Corp.

BESINGER

INCA-FLASH 260



Portable unit weighing about 3 lbs.; a-c operation; uses two 60-watt or one 100-watt conventional incandescent bulbs; 200 to 300 flashes; bulbs give short-duration flash equal in brightness to small flashbulb; 8 feet of power cord and 8 feet of extension; built-in flash focus switch allowing choice of flash or steady illumination; push button switch for open flash. Price on request. Accessory item is cord with push button tip for remote control of open flash.

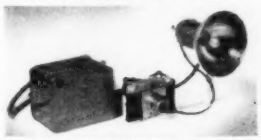
INCA-FLASH 460

Same as above model except that it uses 4 60-watt or 2 100-watt incandescent bulbs. Price on request.

MFR., Besinger & Co.

CELLUX

PHOTO FLASH UNIT SM

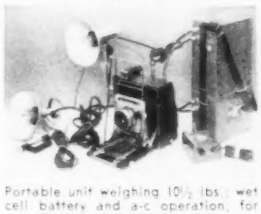


Portable unit weighing 4½ lbs.; interchangeable, chargeable wet cell batteries; for use with shutters having built-in synchronization; can be adapted for focal-plane shutters on all cameras having built-in contacts. G-E FT110 flash tube; 10,000 to 50,000 flashes per tube; flash duration of 1/5000 sec.; interval between flashes 8 sec.; 6-inch plated plastic reflector; 5 feet of cord from power pack to reflector; 60-watt-second light output. Price, including battery charger and tax, $101.33.

MFR., Cellux Electronic Corp.

DORMITZER

SYNCTRON M-100



Portable unit weighing 10½ lbs.; wet cell battery and a-c operation; for use with X or built-in zero-delay synchronizers; FT214 flashtube at 6500 K color temperature; 1/5000 sec. flash duration with 12 to 15 sec. interval between flashes; built-in safety measures. Price, $165.00. Accessories include M-101 battery charger, $10.50; M-102 side light, $51.00; M-103 booster pack, $52.50; M-105 fiber case, $25.00. Prices do not include tax.

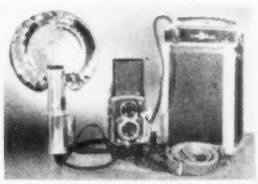
SYNCTRON M-107 CANDID

Portable unit weighing 6½ lbs.; wet cell battery and a-c operation with a-c accessory; for use with built-in zero-delay synchronizers; FT110 flashtube with more than 10,000 flashes per tube at 6500 K color temperature; 1/5000 sec. flash duration with 12 to 15 sec. interval between flashes; built-in safety measures. Price, $82.50. Accessories include M-101 battery charger, $10.50; M-111 side light, $30.00; M-108 a-c accessory, $10.00; 5 and 20 milli-second delay accessories. Prices do not include tax.

MFR., Dormitzer Electric and Manufacturing Co., Inc.

EPCO

PRO-DELUXE PD-40



Portable unit weighing 10½ lbs.; rechargeable wet cell battery; for shutters with built-in synchronizers or magnetic solenoids; 120 watt-second output; 2 units can be connected to double light output; uses B-100 tube; 50,000 flashes per tube; 7 sec.

interval between flashes; adapter for firing ordinary magnesium flashbulbs; battery charger; 7-inch aplanatic reflector; power pack housed in genuine leather-covered wood case with brass hardware, leather shoulder strap. Price on request.

JUNIOR PRO JP-10

Portable unit weighing 6½ lbs.; operates from dry cells; B-100 flashtube with 50,000 flashes per tube; 1/10,000 sec. flash duration with 7 sec. interval between flashes; includes adapter for conventional flash gun; leatherette covered wooden case and leather carrying strap. Price, $79.95 plus tax.

PROFESSIONAL P-20

Same as above unit but includes wet cell battery and battery charger. Price on request.

MFR., Epco Products, Inc.

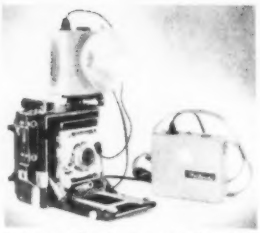
HARWOOD
ECONO-FLASH MODEL I

Portable unit weighing 2 lbs.; a-c and d-c operation; for use with mechanical, solenoid, and built-in synchronizers and focal-plane shutters; Kemlite flashtube with more than 10,000 flashes per tube at 6500 K color temperature; 1/1000 sec. flash duration with 3 sec. interval between flashes; adapter unit to fit existing flashguns; 42 inches of cord. Price, $44.95, inc. tax. Accessories include booster, dry cell battery pack, extension accessory, accessory reflector.

MFR., Harwood Manufacturing Co.

HEILAND
STROBONAR I

Portable unit weighing 3½ lbs. for a-c plus 4½ lbs. for power pack; 2 wet cell batteries; combination a-c and battery operation; built-in charger; for use with all X-contact shutters and focal-plane shutters on



Leica and Exacta cameras; G-E FT110 flashtube with 10,000 flashes per tube at 7000 K color temperature; 1/2000 sec. flash duration with 12 sec. interval between flashes; 5½-inch reflector; four feet of cord plus 12 feet of extension; adaptable as slave light. Price, $97.75 for a-c lamp unit; $49.50 for power pack with built-in charger; tax included. Accessories include HR-7 Fotoeye, HR-5 5 milli-second delay adapter, press camera bracket.

STROBONAR 1A

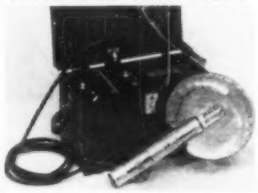
Similar to Strobonar I except that unit has separate reflector head instead of being part of box. Price on request. Accessories include HR-7 Fotoeye; conversion kit permitting use with HR-4 power pack.

FOTOEYE HR-7

Slave unit for Strobonar I, 1A; a-c operation; photoelectric cell; Fotoclamp (universal ball and socket joint with locking screw and C-clamp); G-E FT110 flashtube with 10,000 flashes at 7000 K color temperature; 1/2000 sec. flash duration with 12 sec. interval between flashes; 5½-inch reflector with plastic shield, extension cord. Price, $124.77, inc. tax.

MFR., Heiland Research Corp.

KING-SOL PORTABLE



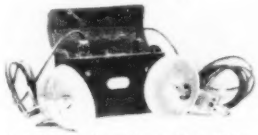
Portable unit weighing 19 lbs.; uses 3 chargeable batteries; charger included in unit; combination a-c and battery operation; for use with mechanical and solenoid synchronizers and shutters with built-in synchronization; 125 watt-second output; extension flash outlet; complete with lamp, holder, reflector, and connecting cord. Price, $99.50 including tax.

DIST., Sterling-Howard Corp.

LENNOX
SPEEDLITE 1AC5

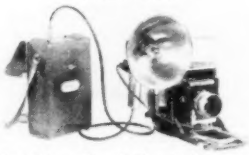
Lightweight unit for a-c use only with mechanical synchronizers and built-in synchronized shutters; special G-E FT210 flash tube with 10,000 flashes per tube at 6500 K color temp.; 1/5000 sec. flash duration with 5 sec. interval between flashes; up to 20-inch reflector available; carrying case included; weight, 4½ lbs. Price, $112. Accessories include modeling lights, etc.

SPEEDLITE 2AC5



Portable studio unit weighing 10 lbs.; this model has the same operating requirements and features as the above model; uses 2 G-E FT210 flash tubes with 10,000 flashes per tube; Price, including carrying case, $255.

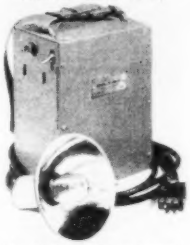
PRESSMAN TWINLITE MODEL BA-5



Portable unit weighing 7 lbs.; uses 2 chargeable wet cells for use with the built-in synchronized shutters; uses G-E FT210 flashtube with 10,000 flashes per tube at 6500 K color temp.; has a 1/5000 sec. flash duration with 10 sec. interval between flashes; 8-inch ellipsoidal reflector with 6-foot cord; Price, including carrying case, $154. Extension lights available as accessory. Model BA-20 is for solenoid synchronizers.

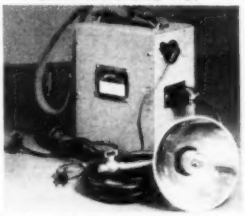
MFR., Lennox Industries, Inc.

LIGHTNING-LITE
LIGHTNING-LITE BP



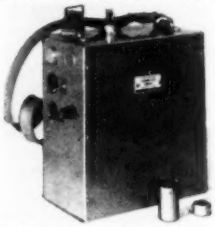
Portable 14 lb. unit; 2 interchangeable, chargeable wet cell batteries; battery only operation with mechanical, solenoid, and built-in synchronizers; flashtube with duration of 1/15,000 sec. with 7 seconds interval between flashes; large, specially-designed reflector. Price for complete unit, $189.75 including tax.

LIGHTNING-LITE ACP



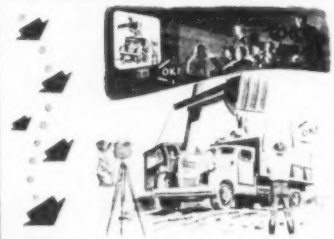
Portable 14 lb. unit that has same features and characteristics and features of BP model; a-c operation only; price, complete, $189.75. Model ACP-2, a 2-lamp model, $252.25.

LIGHTNING-LITE MODEL AC-PC



Portable unit weighing 18 lbs.; for a-c use only with mechanical synchronizers and shutters with built-in synchronization; flashtube has 10,000 flashes with color temperature correct for daylight-type color film without filter; 1/15,000 sec. flash duration with 7 sec. interval between flashes; 6 or 8-inch reflector; unit built in metal carrying case with shoulder strap; photo-cell or shutter

Guaranteed Results!



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Write for free illustrated folder.

BERNDT-BACH, Inc.

7393 Beverly Blvd., Los Angeles 36, Calif.

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BEN PARKER CO.

Box 247 Dept. P-51 Tarzana, Calif.

triggering. Price, one-lamp model, $165 plus tax; 2-lamp model, $220 plus tax.

MFR., Lightning-Lite Co.

LUMAX

LUMAX 1951

Portable unit weighing 3 lbs.; uses 4 D-type dry cells; battery operation only; for use with mechanical and built-in zero-delay synchronizers; Lumax flashtube with more than 10,000 flashes at 6500 K color temperature; 1/1000 sec. flash duration with 12 sec. interval between flashes; 5½-inch Lumax reflector. Price, $34.95 plus tax. Accessories include sync cords for any camera; brackets (straight and angle); passive synchronizers.

LUMAX UNIVERSAL

Same as Lumax 1951 except that synch is adjustable from zero to 20 milliseconds delay. Price, $44.95 plus tax.

LUMAX 160

Studio unit weighing 7 lbs.; a-c operation only; for use with mechanical and built-in synchronizers with zero to 30 milli-seconds delay; Lumax flashtube with more than 10,000 flashes at 6500 K color temperature; 1/8000 sec. flash duration with 4 sec. interval between flashes. flashtube has special adapter to fit standard flash guns with screw base. Price, $70.00 inc. tax.

MFR., Lumax International, Inc.

PHOTOGRAPHIC PRODUCTS

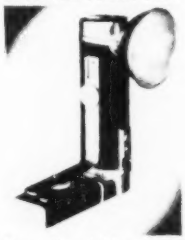
CHROMO-FLASH COMMANDER

Semi-portable unit weighing 12 lbs.; for a-c use only with solenoid and mechanical synchronizers and shutters with built-in synchronization; uses G-E flashtube with 6800 K color temperature; 1/5000 sec. flash duration with 3 sec. delay between flashes; 10-inch Alzac reflector; 20-foot power cord; power pack and light in one unit. Price, $193.52 including tax. Accessories include remote control light.

MFR. Photographic Products, Inc.

POWELL

REPEATER FLASH F201

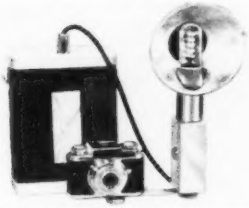


Portable unit weighing 4 lbs. with power pack, 5 lbs. with battery pack; uses 4 dry cells; available as battery operated only, a-c only, or combination a-c and battery operation; for use with mechanical and built-in synchronizers; FT114 flashtube with 10,000 flashes per tube at 6800 K color temperature; 1/5000 sec. flash duration with 6 sec. interval between flashes; 5½-inch parabolic reflector. Price: repeater flash unit, $85.00; a-c power pack, $12.00; battery pack, $24.25; all prices plus tax. Accessories include carrying case.

MFR., Powell Products, Inc.

RULISON

SUN-LITE MODEL B-1

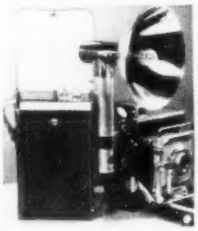


Portable unit weighing 6½ lbs.; head weighs 15 oz.; uses 6 dry cell batteries; connection for auxiliary battery for use with mechanical and solenoid synchronizers "X-O," strobe, and shutters with built-in synchronization; Sun-flash flashtube with 10,000 flashes per tube at 6500 K color temperature; 1/10,000 sec. flash duration; about 10 sec. interval between flashes; special 5-inch alchemized reflector; 30-inch cord; power pack in carrying case; adjustable for 2 to 20 milliseconds delay. Price, $67.45 including tax. Extension light, $32.15; power booster, $17.19.

MFR., Rulison Photo Products.

SPEEDOTRON

SPEEDOTRON MODEL 110B

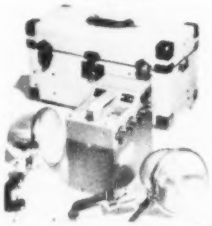


Portable unit weighing 8 lbs.; uses 2 wet cell batteries; can be charged; for use with mechanical synchronizers and shutters with built-in synchronization; Amglo or Kemlite flashtube with 20,000 flashes per tube at color temperature of 6800 K; 1/1200 sec. flash duration with 8 to 10 sec. interval between flashes; 7½-inch 60-degree Alzack reflector; 6-foot cord; leather carrying case; selinium rectifiers operate at 1000 volts. Price, $145 including tax. Extension units available as accessories.

MFR., The Speedotron Co.

STROBO RESEARCH

SR STROB III



Semi-portable unit weighing 24 lbs.; for 120 volts a-c use; 60 cycles; SR Strob III power pack; 2 SR LB100 sealed beam flashlamps with SR Universal Quick Change clamps and fittings; 15-foot a-c cord; 15-foot trip cord; 3-foot shutter cord; CE84R Photo Tube; spare fuses; 1/5000 sec. flash duration when one lamp is used; 1/10,000 sec. duration when both lamps are used; six sec. interval between flashes; uses G-E FT220 and FT403 lamps with over 10,000 flashes at 7000 K color temperature; built-in photo tube permits multiple operation without use of connecting cords as it acts as remote control unit. Price, $275 plus tax.

SR MONOSTROB SPOT MS100

Similar to MB100 model except has Fresnel lens in focusing head; G-E FT210 flashtube; 50T8/22DC 50-watt modeling light; CE84R photo tube; yoke and knobs; 15-foot trip cord; 15-foot a-c cord; 2 spare fuses. Price, $195.80 plus tax.

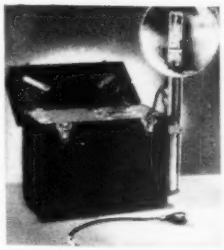
SR MONOSTROB MB100

Sealed beam unit includes G-E FT-220 flashtube; CE84R photo tube; yoke and knobs; 15-foot trip cord; 15-foot a-c cord; 2 spare fuses; instruction manual; no modeling light; a-c outlet in housing. Price, $161, plus tax.

MFR., Strobo Research Corp.

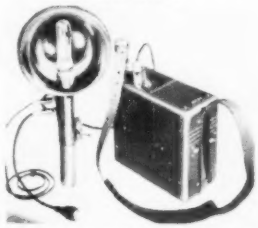
SYLVANIA

SYLVANIA ELECTROFLASH MODEL R1140



Portable unit operating on a-c only with mechanical and built-in synchronizers; R4330 flash tube with over 30,000 flashes per tube; 1/5000 sec. flash duration with 6 sec. interval between flashes; 11-foot permanently connected cord; 7 7/8-inch reflector; gun barrel; 1-foot trip cable. Price, $100 including tax.

SYLVANIA ELECTROFLASH MODEL R1142



Portable unit; battery operated, self-contained model; for use with mechanical and built-in synchronizers; focal plane when set for Time; R4330 flash tube with 10,000 flashes per tube; 1/5000 sec. flash duration with 10 sec. interval between flashes; 12-in. gun barrel; 8-inch reflector; battery rechargeable; price, $190 plus tax. Accessories include Photo-tube Triggering mechanism.

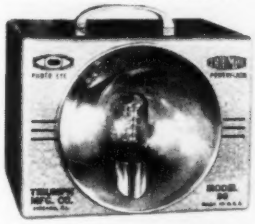
MFR., Sylvania Electric Products Inc.

TRIUMPH

TRIUMPH REPEATING FLASH 61

Portable unit weighing 8½ lbs.; uses 8 size D dry cells; for battery use only with built-in synchronized shutters with 0 to 30 milli-second delay and for mechanical synchronizers; Sunflash No. M5 flashtube with 10,000 flashes per tube at 6500 K color temperature; 1/1000 sec. flash duration with 10 sec. delay between flashes; 6-inch elipsoidal reflector with 60° degree spread; 54-inch cord; 60-watt second output. Price, $110 including tax.

TRIUMPH POWER FLASH 80



Semi-portable unit weighing 9 lbs.; for a-c use only with mechanical synchronizers and shutters with built-in synchronization having X, F, or M settings; Sunflash M5 flashtube with 10,000 flashes per tube at 6500 K color temperature; 1/350 sec. flash duration with 30 sec. interval between flashes; 6-inch elipsoidal reflector with 48-degree spread; equipped with device to act as remote control unit. Price, $130 including tax.

TRIUMPH POWER FLASH 70

Similar to Model 80; uses Sunflash M5 flashtube with 1/1000 sec. flash duration with 10 seconds interval between flashes. Price, $99 including tax.

MFR., Triumph Mfg. Co.

WILCOX

WILCOX STROBO-LITE P-2

Portable unit weighing 7 lbs.; uses 2 chargeable batteries; for use with solenoid, mechanical and built-in synchronized shutter synchronizations; G-E FT220 flashtube with unlimited flashes per tube at 7000 K color temperature; 1/1500 sec. flash duration with 12 sec. interval between flashes; sealed-beam lamp. Price, $165. Accessories include SB-3 20-foot extension lamp, $49.50; battery charger, $13. Prices do not include tax.

STROBO-LITE M3B

Studio unit weighing 23 lbs.; a-c operation only for use with solenoid and mechanical synchronizers; uses three FT220 flashtubes at 7100 K color temperature; 1/4000 sec. flash duration with 15 sec. interval between flashes; built-in reflector; 20 feet of cord. Price, $329.38, inc. tax.

MFR., Wilcox Photo Prod., Inc.

FLASHBULBS

Bulb Designation	Voltage Required to Fire Bulb*	Light Output In Lumen Seconds†	Duration At ½ Peak In Milliseconds (Approx.)	Time to Peak In Milliseconds (Approx.) And Class**	Mean Color Temp. Degrees Kelvin (Approx.)	Special Characteristics, Uses, Etc.	Price Each (Less Tax)
Dura Flash							
SM Instant Flash	3	5,000	..	5-F	3300K	Gas-filled. Bayonet base. Battery use only. Provides quick-freeze flash.	$0.14
5% Press Flash	3	16,000	..	20-M	3800K	Bayonet base. All-purpose lamp. Battery use only.	.13
5B Press Flash	3	7,000	..	20-M	6000K	Same as above, but coated blue for use with Daylight Type color film.	.17
11 Press Flash	3	28,000	..	20-M	3800K	Medium base all-purpose lamp for accurate synchronization.	.15
11B Press Flash	3	14,000	..	20-M	6000K	Same as above, but coated blue for use with Daylight Type color film.	.19
50 Pro-Flash	3 to 125	94,000	..	30-S	3800K	Powerful medium base lamp for ballroom and industrial photography.	.22
50B Pro-Flash	3 to 125	43,000	..	30-S	6000K	Same as above, but coated blue for use with Daylight Type color film.	.28
31 Focal Plane	3	77,000	..	FP	3800K	Powerful medium base lamp for high shutter speed synchronization, or for use with focal plane shutters.	.24
General Electric Photoflash Lamps							
Speed Midget "SM"	3	4,700	7	6-F	3300	Quick flash for all-around near-distance pictures in proper reflectors. Bayonet base. Battery use only.	.14
Synchro-Press No. 5	3	16,000	13	21-M	3800	For all-around pictures in proper reflectors. Ideal for between-the-lens shutters. Bayonet base.	.13
Synchro-Press No. 5B	3	7,000	13	21-M	6000	Same as No. 5 with blue-filter coating for correct color rendition with daylight-type color film.	.17
Focal Plane No. 6	3	15,500	30	FP	3800	For synchronization with most focal-plane shutters. Midget size, bayonet base. Battery use only.	.15
Synchro-Press No. 11	3	29,000	12	21-M	3800	General purpose lamp for accurate synchronization and open flash, for press and amateur use.	.15
Synchro-Press No. 22B	3 to 125	27,000	14	21-M	6000	Same as No. 22 with blue coating for use with daylight-type color film and fill-in for daylight color shots.	.23
Synchro-Press No. 22	3 to 125	63,000	14	21-M	3800	General purpose of greater power than No. 11. Medium-broad peak allows for errors in synch., for high-speed shots.	.17
Focal Plane No. 31	3	77,000	53	FP	3800	For high shutter speed synch., with focal-plane shutters. Longer duration than No. 6. Battery flashing only.	.24
Photoflash No. 50	3 to 125	95,000	17	30-S	3800	Great light intensity to cover large areas and for exposure at small lens aperture.	.22
Photoflash No. 50B	3 to 125	43,000	17	30-S	6000	Same as No. 50, but with blue coating for use with daylight color emulsions.	.28
Solar Electric Photoflash Lamps							
SM	3	5,000	7	5-F	3300K	Gas-filled speed midget. Bayonet base. Battery use only. Provides quick-freeze flash.	.14
No. 5	3	16,000	13	20-F	3800K	Precise, uniform flash makes it ideal for use with between-the-lens shutters.	.12
No. 5B	3	7,000	13	20-F	3800K	Same as above, but coated blue for use with Daylight Type color film.	.16
No. 11	3	28,000	12	20-F	3800K	Accurately timed peak intensity. General all-purpose flash lamp. Long flash duration.	.14
No. 22	3 to 125	62,000	14	20-F	3800K	Powerful flash lamp designed for use where maximum coverage is required. High peak intensity.	.16
No. 22B	3 to 125	27,000	14	20-F	3800K	Same as above, but coated blue for use with Daylight Type color film.	.22
Sylvania Superflash							
SF (Speed Flash)	3 to 9	5,000	5	6-F	3300	Quick-freeze flash equivalent to 1/100 sec. shutter speed even with open flash. Gas filled, bayonet base. Battery use only.	.14
Press 25	3 to 9	20,000	14	20-M	3800	Midget lamp for synchronization with between-the-lens shutters, bayonet base. Battery use only.	.13
No. FP-26	3 to 9	15,000	24	FP	3800	For focal-plane shutters only; for use with cameras up to 2¼x3¼. Bayonet base. Use in midget-lamp reflector. Battery use only.	.15
No. 0	3 to 9	20,000	14	20-M	3800	Baby size flash, medium base, for general amateur use, wide-peak flash for synchronized use. Battery use only.	.15
Press 40	3 to 9	30,000	17	20-M	3800	For press use; long peak for high-speed synchronization; can be used with many focal-plane minicameras. Battery use only.	.15
No. 2	3 to 9	62,000	18	20-M	3800	High-powered lamp recommended for synch. with all compur or between-the-lens shutters, some focal-plane. Battery use only.	.17
No. 2A	3 to 9	77,000	64	FP	3800	For focal-plane shutters only; for synch. up to 1/1000 sec. Battery use only. Two lamps in twin package.	.24
No. 3	3 to 125	110,000	18	30-S	3800	Powerful lamp for covering large areas, synch. recommended at speeds up to 1/100 second.	.22
No. 25B	3 to 9	8,000	14	20-M	6000	Blue midget for use with daylight-type color films. Bayonet base, for use with battery only.	.17
No. 40B	3 to 9	14,000	17	20-M	6000	Same as No. 40. Designed for use with daylight-type color films. Battery use only.	.19
No. 2B	3 to 125	28,000	18	20-M	6000	Same bulb size as No. 2, for use with daylight-type color films. Packed two to twin wrapper. Blue lamp.	.23
No. 3B	3 to 125	50,000	18	30-S	6000	Blue lamp same size as No. 3, for use with daylight-type color films.	.28
Westinghouse Photoflash Lamps							
Speed Midget SM	3	5,500	7	5-F	3300	Extremely fast peak, gas filled, bayonet base, for front shutter cameras.	.14
Synchro-Press No. 5	3	16,000	13	20-M	3800	The "peanut" bulb, bayonet base; for synchronized shots with front shutter cameras.	.12
Synchro-Press No. 5B	3	7,000	13	20-M	6000	Similar to No. 5 with blue filter coating. Gives correct color balance for daylight color film.	.16
Synchro-Press No. 11	3	28,000	12	20-M	3800	General purpose lamp for use with front shutter cameras.	.14
Synchro-Press No. 22	3 to 125	62,000	14	20-M	3800	Same as No. 11 but of greater power. May be flashed on house current.	.16
Synchro-Press No. 22B	3 to 125	27,000	14	20-M	6000	No. 22 with blue filter coating gives correct color balance for daylight color film.	.22
Focal Plane No. 6	3	15,000	30	FP	3800	Small bulb, bayonet base; for use with focal plane shutters in smaller cameras.	.15
Focal Plane No. 31	3	77,000	53	FP	3800	Screw base, powerful bulb for all focal plane shutter cameras.	.24
Photoflash No. 50	3 to 125	94,000	17	30-S	3800	Powerful lamp, for banquet and large area shots.	.22
Photoflash No. 50B	3 to 125	43,000	17	30-S	6000	Same as No. 50 with blue filter coating, gives correct color balance for daylight film.	.28

* In the interest of safety, bulbs designed for firing with 3 to 9 volts should not be ignited with regular house current.

† Lumen second values for all G-E bulbs are determined in accordance with a new method established by ASA and differ from previously published ratings. There is no change in lamps or light output.

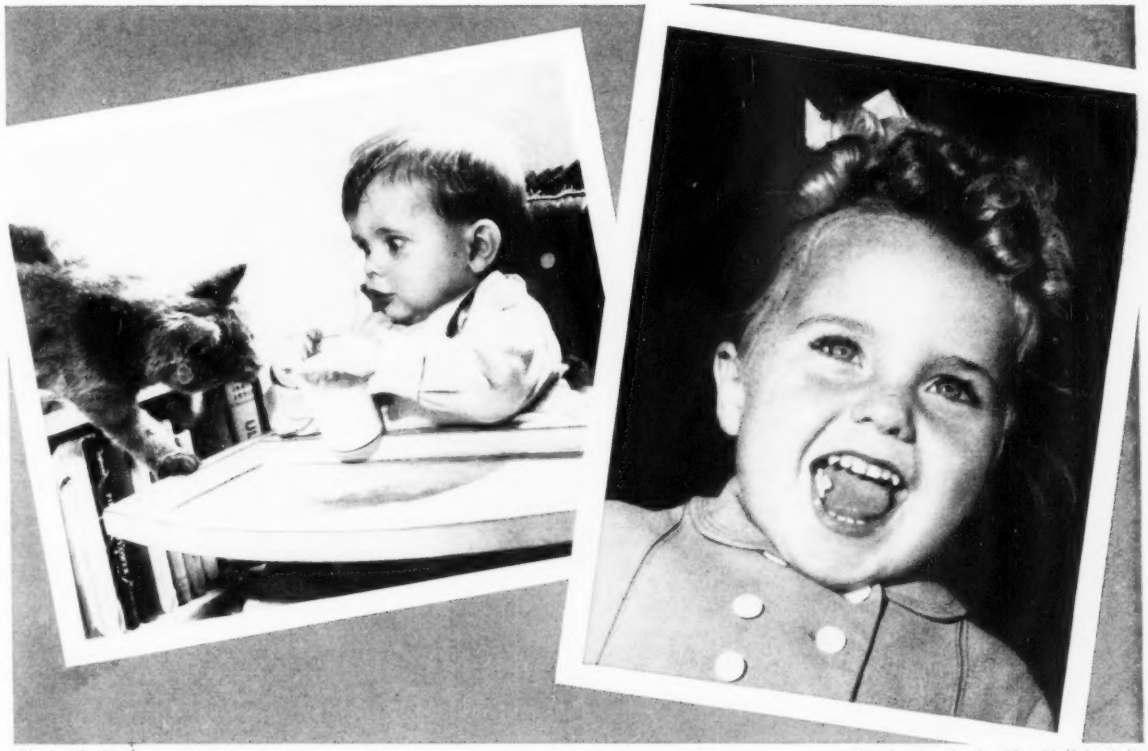
** Approximate time to peak in milliseconds for designated classes of lamps are: Class F—5 milliseconds; Class M—20 milliseconds; Class S—30 or more milliseconds; Class FP—for focal-plane shutters, long, level peak.

Mom wants pictures!

take 'em for Mother's Day...with

G-E PHOTOFLASH!

MOTHER'S DAY · MAY 13th



Flashed by Marge and Gene Becker, Stillwater, Minn.

Flashed by Charles Alex, Vallejo, Calif.

Catch the youngsters in their most adorable moments—with G-E Photoflash. You get a punch of light to stop action at its peak, render every happy detail. And Mom will love the *better* pictures taken with handy, portable General Electric Photoflash.

Floods, too! Remember that G-E Reflector Photolamps are efficient and easy to use for indoor snaps. See your dealer.

Remember, there's a G-E lamp for every photographic purpose

GENERAL ELECTRIC

PREPARED DEVELOPERS

ALLIED

E-qol. For film; two solution formula; fine grain; normal contrast; excellent shadow detail; good highlights; very rapid dev.; constant developing time for wide temperature range; extreme long life. Concentrated kit to make 1 qt. of each solution, $2.25.
MFR., Allied Continental Corp.

ACE

Ace-72 M.Q. Tubes. For paper and film; med. grain; normal emulsion speed; temp. tolerance 75°; normal shadow detail. Price, $.06 per tube to make 24 oz.
MFR., Ace Photo Laboratories.

ALBURGER

Devel-1. For film; concentrate solution; physical-chemical development very fine grain; rapid dev.; normal emulsion speed; extreme shadow detail; soft working. Price, qt. bottle, $.90; gal. bottle, $2.50.

Devel-2. For film; similar features as above; normal contrast, dev. time 6 min.; replenish with fresh developer; concentrate solution. Price same as Devel-1.

Devel-3. For film; concentrate solution; combination physical-chemical dev.; fine grain; increased emulsion speed; high contrast, extreme shadow detail. Price, same as above.
MFR., Alburger Research Prod. Co.

ANSCO

Ansco 17. For film; chemical dev.; fine grain; normal emulsion speed; soft-working, gradual dev.; dry. Prices: ½ qt., $.30; ½ gal., $.50; 1 gal., $.75.

Ansco 17A Replenisher. For Ansco 17 developer. Prices: 1 qt., $.35; 1 gal., $.80.

Ansco Permadol. For film; chemical dev.; dry; medium grain; moderately rapid dev.; normal emulsion speed. Prices: 1 gal., $.50; 3½ gal., $1.20; 10 gal., $3.30.

Ansco Ardol. For paper; chemical dev.; dry; warm tones. Available in 1 qt., ½ gal., and 1 gal. packages. Prices: 1 qt., $.28; ½ gal., $.40; 1 gal., $.55.

Ansco Finex. For film; in solution; chemical dev.; very fine grain; gradual dev.; normal emulsion speed. Prices: 1 qt., $1.80; replenisher, ½ pt., $.75.

Ansco Vividol packets. For film and paper; dry; chemical dev. Price 3 packets, $.35.

Ansco Vividol. For paper; dry; chemical development; cold tones. Prices: 1 qt., $.40; ½ gal., $.50; 1 gal., $.75; 5 gal., $3.25.

Ansco Color Film Developing Outfit. For Ansco Color film; contains all necessary chemicals to process Ansco Color film; includes 6 chemicals. Prices, 1 qt., $3.05; ½ gal., $3.90; 1 gal., $6.

Color Printon Developing Outfit. Contains the 6 necessary chemicals to process Ansco Printon film to produce color prints. Prices, 1 qt., $3; ½ gal., $4.20; gal., $7.35.
MFR., Ansco.

DECO

Deco ABC. For film; single solution type; sensitizer-activator dev.; medium grain; rapid development time; film speed increasing developer; increased emulsion speed; good shadow detail; long keeping quality. Price, 3 qt., $3.
MFR., Development Eng. Co.

DR. CHARLES

Dr. Charles G-9. For film; in solution; combination physical-chemical dev.; fine grain; gradual dev. time 11 min.; normal emulsion speed; produces negative with both silver and stain image. Price, 1 qt., $1.65.
MFR., Ace Photo Laboratories.

DUFAYCOLOR

Processing kit for Dufaycolor film; contains chemicals for ½ gal., divided into 2 1 qt. quantities, and instructions. Price, $3.75.
MFR., Continental Photographic Labs.

DU PONT

53-D All Purpose Developer. For films and paper; dry; chemical dev.; medium grain; rapid dev.; increased emulsion speed; contrasty; produces brown image on du Pont Warmtone paper. Available in units to make stock solutions of 1 qt., 2 qts., and 1 gal.

54-D Cold Tone. For paper; dry; especially cold tones; contrasty; for blue-black image color on "Apex" contact paper. Available in units to make stock solutions of 1 qt., 2 qts., and 1 gal.

55-D Standard Paper Developer. For paper; dry, ready to mix; warm tones; normal gradation; recommended for use with "Velour Black" and "Varigam" papers. Available in units same as above; also in tubes to make 16 oz. stock solution.

16-D Film Developer. For film; dry. Available in units to make 1 gal., 3½ gal., 10 gal.

16-DR Replenisher. For use with 16-D Film Developer; dry. Available in units to make 1 gal., 5 gal.
MFR., E. I. DuPont de Nemours & Co.

EASTMAN

D-76. For film; dry; combination physical-chemical dev.; medium grain; dev. time 17 min.; full emulsion speed; soft-working; good shadow detail. Prices: 1 qt., $.35; ½ gal., $.50; 1 gal., $.75; 10 gal., $4. D-76R replenisher available.

DK-50. For film; dry; combination physical-chemical dev.; medium grain; rapid dev.; normal emulsion speed; soft-working; for portrait, commercial, color separation work. Prices: 1 gal., $.45; 3½ gal., $1.10. DK-50R replenisher available.

DK-60A. For film; dry; combination dev.; medium grain; rapid dev.; normal emulsion speed; normal contrast; recommended for fast sheet film. Prices: 1 gal., $.55; 3½ gal., $1.30.

Dektol. For paper; dry; combination dev.; cold tones; normal gradation; high print capacity. Sizes make stock solutions. Prices: 1 qt., $.40; ½ gal., $.50; 1 gal., $.75; 5 gal., $3.25. Packets available in cartons of 3, with each sufficient to make 16 oz. of working solution, $.35.

Microdol. For film; dry; combination dev.; replenisher available; fine grain; normal dev. time 16 min.; decreased emulsion speed 25%; soft-working; good shadow detail; recommended where considerable enlargements required. Prices: 1 qt., $.50; 1 gal., $1; 5 gal., $3.20. Microdol replenisher available. Packets available in cartons of 2, with each sufficient to make 8 oz. of solution, $.25. Liquid Microdol Developer, 1 qt., $1.

Selectol. For paper; dry; combination dev.; warm tones; normal gradation; sizes make stock solutions. Prices: ½ gal., $.40; 1 gal., $.55; 5 gal., $1.95. Selectol soft, 1 gal., $.55; gives warm tone for slight control of contrast.

Versatol. For film and paper; in solution; combination chemical-physical dev.; cold tones; normal gradation with paper; medium grain, normal emulsion speed and contrast with film; diluted 1-3 for paper or film developer; 1-7 for tank dev. of film. Prices: 8 oz., $.35; 1 qt., $1; 1 gal., $3.

Tri-Chem Pack. For film and paper; includes Kodak Universal M.Q. tube, Universal stop bath with indicator, and Universal fixer; makes 8 oz. for tray developing. Price, $.20.

Kodak Universal M.Q. For film and paper; makes 8 oz. for tray development of films and paper, and 22 oz. for tank development of film; chemicals come in two separate packs. Price, for unit, $.05; carton containing 12 packages (6 units), $.30.

Kodak Ektachrome Processing Kit. Contains all the required chemicals to process Kodak Ektachrome film. Includes 1st developer, hardener, color developer, bleach, and clearing and fixing bath. Prices: 1 pt., $1.50; ½ gal., $3.90; 1 gal., $6; 3½ gal., $15.

Kodak Ektacolor Processing Kit. Contains all the chemicals necessary to process Kodak Ektacolor Film. Prices: 1 gal., $5; 3½ gal., $12.50.
MFR., Eastman Kodak Co.

EDWAL

Edwal 1-2-3. For film and paper; dry; chemical dev.; rapid dev., normal emulsion speed, contrasty, with good shadow detail with film; cold tones with clean whites for paper. Package to make 1 to 3 qts., $.15.

Edwal Super 12. For film; in solution ready to use; combination dev.; fine grain; med. speed; normal contrast; shadow detail; increased emulsion speed; Price, 1 qt. bottle, $1.25.

Edwal Super 20. For film; in single solution ready to use; combination dev.; very fine grain; gradual dev.; normal emulsion speed; soft-working; good shadow detail; Price, 1 qt. bottle, $1.25.

Edwal Velvet. Paper developer; concentrate; chemical dev.; rapid; cold black tones; anti-fog principle; 16-oz. bottle to make ½ gal. of developer; price, $.95.

Edwal One-Eleven. For film and paper; in solution; chemical dev.; rapid dev.; normal emulsion speed; contrasty; good shadow detail with film; gives neutral black tones with fine gradation; 2 min. dev. time with bromide, 1½ min. with chloride papers. Price, 1 qt. bottle, makes up to 8 qts., $1.35.

Edwal Minicol. For film; in solution; chemical dev.; very fine grain; gradual dev.; normal emulsion speed; very soft-working; recommended for flash photography and summer sunlight. Price, 1 qt. bottle, $1.25.

Edwal Thermofine. For film; dry and in solution; chem. dev.; fine grain; rapid dev.; variable contrast; replenisher available. For use at temps. between 65° and 90° f. Prices: powder form, 1 qt. $.55; 1 gal., $1.25; replenisher, $.55; liquid, 1 qt., $.95.
MFR., Edwal Laboratories.

FR

FR Super X-33. For film; combination chemical-physical dev.; fine grain; soft-working; fine shadow detail; in solution. Price, 1 qt., $.99.

FR Super X-33 Replenisher. For Super X-33 developer; used to maintain constant developing time by adding one oz. to developer for each roll developed. Price, 1 qt., $.99.

FR Negative Developer. For film; in solution; med. grain; normal emulsion speed; excellent shadow detail; good keeping qualities; for negatives to be used in making contact prints and 2X enlargements. Available in 32 oz. concentrated solution to make 2 gal. of working solution. Price, per bottle, $.99.

FR Paper Developer. For paper; chemical dev.; concentrated for dilution to make 1 gal. of solution. Price: 1 qt. bottle, $.99.
MFR., The FR Corp.

GRAPHIC ECONOMY

LT-17. For film and paper; dry; ready to mix; fine grain, rapid dev., contrasty, with film; warm tones with paper; non-oxidizing and non-deteriorating. Prices: 1 qt. pkg., $.75; 1 gal., $1.10; 5 gal., $5.

LT-18. For film and paper; similar to LT-17 except is very soft-working. Prices and quantities same as above.

LT-30. For film; dry; fine grain; normal emulsion speed; soft-working; good shadow detail; wide latitude. Prices and quantities same as above.
MFR., Graphic Economy Developer Co.

HARVEY

Panthermic 777. For film; chemical dev.; very fine grain; rapid dev. time; temperature tolerance 60 to 90 F; normal emulsion speed; shadow detail; good keeping qualities; replenisher system offers continuous quality with no change in dev. time;
MFR., Harvey Photochemicals, Inc.

MALLINCKRODT

Contratone. For film; dry, ready to mix; chemical dev.; coarse grain; rapid dev.; normal emulsion speed; contrasty; good shadow detail; use without dilution. Prices, 1 gal. pkg., $.62; 5 gal. pkg., $2.70.

Pictone. For film and paper; dry; coarse grain; rapid dev.; normal emulsion speed; good shadow detail, for film; cold tones; excellent grada-

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tion for paper; dilute 1-2 for paper and 1-1 for film. Price, ½ gal. pkg., $.45; 1 gal. pkg., $.68; 5 gal. pkg., $2.85.

Softone. For film; dry; medium grain; gradual dev.; normal emulsion speed; soft-working; good shadow detail; use without dilution for pan and ortho films. Prices, ½ gal. pkg., $.40; 1 gal. pkg., $.68.

Ultratone. For film; dry; chemical dev.; fine grain; gradual dev.; normal emulsion speed; soft-working; fine shadow detail; use without dilution; recommended at 77°F with either pan or ortho film. Prices, ½ gal., $.60; 1 gal., $1.

MFR., Mallinckrodt Chem. Works.

NATIONAL CHEMICAL

N-44. For film; single solution; chemical dev.; fine grain; gradual dev.; normal emulsion speed; good shadow detail; good keeping qualities; replenisher available. Prices: 1 qt. bottle, $1.20; ½ gal. bottle, $1.70; 1 gal. bottle, $2.50.

Naccanol. For film; single solution; chemical dev.; fine grain; gradual dev.; excellent shadow detail and keeping qualities; extreme long life; replenishment made with developer. Prices: 1 qt. bottle, $.75; ½ gal. bottle, $1.30; 1 gal. bottle, $2.10.

Speedtone. For paper; bromide and chlorobromide; single solution; warm tones; very fast; good highlights. Prices: 1 pt. bottle, $1.15; 1 qt. bottle, $1.60; ½ gal. bottle, $3.10; 1 gal. bottle, $6.

MFR., National Chemical Co.

ROBBINS

Ethol 90. For film and paper; dry; chemical dev.; fine grain; extremely rapid; 90 sec. at normal temp.; normal contrast; full shadow detail; gradual dev. with dilution; good keeping qualities; for all types of film; warm tones with paper; full gradation with lower contrast. Prices, 1 gal. tin, $1.50; 5 gal. tin, $6.

DIST., Associated Agency Corp.

SUPERIOR

Cine Chems. For 8 and 16-mm movie film; medium grain; rapid dev.; dry; ready to mix; multiple solution type developer; chemical dev.; for reversal films. Prices, ½ gal., $1.55; 1 gal., $2.55.

MFR., Superior Bulk Film Co.

SUPER-TOMIC

Developer No. 1. For film; fine grain; single solution; rapid dev.; good shadow detail; good keeping qualities; replenishment with dev.; concentrate solution. Price, 4-oz. bottle to make 1 qt., $2; 1 pt. bottle to make 1 gal., $6.

MFR., Super-Tomic Products Co.

URELL

Formula 44. For film; in solution; combination chemical-physical dev.; fine grain; normal emulsion speed; soft-working; high shadow detail; temp. tolerance to 85 F. Prices on request.

Formula 86. For paper; in solution; cold tones; gives deep blacks with extreme latitude of exposure. Prices on request.

Formula 50. For film; in solution; combination dev.; medium grain; gradual dev.; normal emulsion speed; soft-working; for commercial work; high shadow detail; no replenisher. Packed in 1 qt., plastic lined cans, to make 1 gal. Price on request.

Formula 72. For film and paper; in solution; combination dev.; medium grain; normal emulsion speed; high contrast; cold tones with paper; normal gradation; no replenisher. Packed in 1 qt., plastic lined cans, to make 1 gal. Prices on request.

MFR., Urell, Inc.

VON-L

Von-L Paper Developer. For paper; concentrate solution; variable contrast; full gradation; very low fog level; clean whites; recommended for bromide and chlorobromide papers only. Prices, 16 oz. bottle to make 3 gal., $2.25; 1 gal. to make 20-30 gal., $16.50.

Von-L S-35 Concentrate. For film; concentrate solution; combination chemical-physical dev.; fine grain; gradual dev.; emulsion speed increased from 10 to 15 times; variable contrast; fine shadow detail. Prices, 2 oz. bottle to make 1 qt., $3; 4 oz., $5.50; 10 oz. to make 1 gal., $9.75.

Von-L Gold XXEF Concentrate. For film; concentrate solution; high contrast; rapid dev. time; normal film speed; increased 10 to 16 times; especially for negatives exposed by electronic flash. Price, 10 oz. bottle to make 1 gal., $12.50.

Von-L Gold XX Concentrate Industrial. For film; concentrate solution; combination dev.; fine grain; gradual dev.; emulsion speed increased 10 times; for extreme contrast; good shadow detail; long working life. Price, 12-oz. bottle to make 1 gal. (1.5 gamma), $12.50.

Von-L Gold XX Concentrate Press. For film; single solution; combination dev.; fine grain; rapid dev.; increases emulsion speeds 10-15 times; normal contrast; good shadow detail; clear highlights; full-scale gradation; concentrate solution. Price, 10-oz. bottle to make 1 gal. (1. to 1.2 gamma), $9.75.

Von-L Gold XX Concentrate Commercial. For film; single solution; combination dev.; fine grain; gradual dev.; increases emulsion speeds 10-15 times; contrasty; good shadow detail; clean highlights; concentrate solution. Price, 10-oz. bottle to make 1 gal. (1.25 gamma), $9.75.

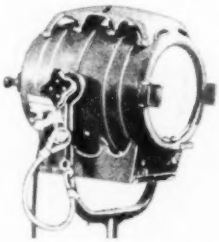
Von-L Gold XX Amateur Concentrate. For film; single solution; combination dev.; gradual dev.; fine grain; increases emulsion speeds 10-16 times; normal contrast; good shadow detail; full-scale gradation; good highlights; long working life; concentrate solution. Prices: 2-oz. bottle to make 1 qt. (.74 to 1. gamma), $2.50; 4-oz. bottle to make 2 qts., $4.50; 10-oz. bottle to make 1 gal., $8.75.

MFR., Mon-Blanc Chemical Co.

SPOTLIGHTS

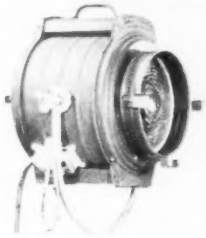
BARDWELL & McALISTER

Boom Light. Uses Baby Keg-Lite as light source; roller stand with boom arm; filter holders; boom in balance at 12½ feet from floor; permits any light positioning; 25-foot cable. Accessories include barn doors, snoots, diffusers, Macbeth filters, and the Foco-Spot unit. Price on request.



Baby Keg-Lite. Focusing by calibrated scale from 4 to 44'; uses 500 to 750-watt T-20 or T-24 with med. bi-post base; roller stand; filter holders; yoke; 25-foot rubber cable; Fresnel lens. Available accessories include, barn doors, snoots, diffusers, low arm bracket, differ box, leg turtle weights, Macbeth filters, table base, Foco-Spot to produce round or rectangle-shaped sharp beam. Prices on request.

Junior Spot. Focusing; uses 2000-watt bi-post lamp; gravity ventila-



tion; no light leaks; roller stand; filter holders; Fresnel lens; U-type yoke; 25-foot heavy-duty cable. Accessories include barn doors, snoots, diffusers, and Macbeth filters. Prices on request.

MFR., Bardwell & McAlister, Inc.

BEATTIE HI-LITE

Baby Hi-Lite. Screw focusing; Fresnel lens; uses 100, to 250-watt bayonet-base lamp; natural draft ventilation; available with or without stand; filter holders; includes diffusers, blue filter, 20-foot cable. Price, $30.

Senior Boom Lite. Screw focusing; Fresnel lens; uses 500, 750, or 1000-watt T-20 pre-focus lamp; stand with boom arm; upper riser is counterbalanced; collapsible legs; filter holders; includes lamp, spun-glass diffuser, fluorescent filter, and 20-foot cable. Price, $137.50. Accessories include barn doors and snoot sets.

Super Boom Lite. Similar to the Senior Boom Lite model except uses 500-watt T-20 medium screw lamp; does not have counter-weight feature; Price, including lamp, $105. Accessories same as above.

Baby Boom Lite. Focusing; uses 100 or 250-watt bayonet-base lamp; Fresnel lens; stand and boom arm; collapsible base legs; filter holders; spun-glass diffuser, fluorescent filter, and 20-foot cable. Price, $80.

2 K. W. Cine-Lite. Knob-and-lever focusing; Fresnel lens; uses 2000-watt G-48 bi-post lamp; ventilation through cylindrical baffle; filter holders; includes spun-glass diffuser, 25-foot rubber cable, stage plug. Price, $214. Regular stand and small floor stand available as accessories.

Super Hi-Lite. Focusing; Fresnel lens; uses 500-watt T-20 lamp; with or without stand; filter holders; takes 6-inch barn doors and snoots; in-

cludes diffuser, blue filter, and 20-foot cable. Price, $60. Accessories include barn doors, snoot sets, etc.

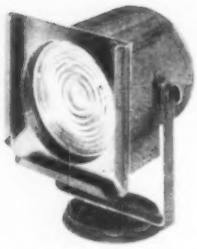
Senior Hi-Lite. Similar to the Super Hi-Lite model, except it uses 500, 750, or 1000-watt T-20 pre-focus lamp; includes diffuser, filter, and 20-foot cable. Price, $81.25. Accessories same as above.

MFR., Otto K. Olesen Co.

BOHLING

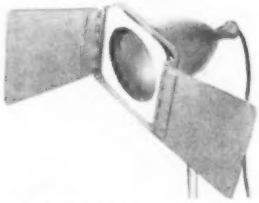
Model 1169. Focusing; uses 100-watt G-16½ lamp; 3-inch Fresnel lens; mask slot; filter holders; mounted on 3-inch aluminum base; 6-foot cable; fitting can be furnished to mount on tripod stand; U-type yoke. Price on request.

Model 065. Focusing; uses 250 or 500-watt T-20 lamp, or 250 or 400-watt G-30 lamp with pre-focus base; 6-inch Fresnel lens; mask slot; filter holders; U-type yoke; table base;



gives soft-edge beam at all focusing position. Price on request.
MFR. F. A. Bohling.

COLORTRAN



Model 750 Spot. Non-focusing; Fresnel lens; 150-watt PAR 38 spotlight lamp recommended; any reflector-type floodlamp or spotlight lamp can be used; tripod socket; filter holders; adjustable revolving barn doors; provision for silk screens. Price, $15 plus tax. Available accessories are snoots.
MFR., Colortran Converter Co.

DISPLAY FRESNEL PHOTOSPOT

Focusing; 6-inch Fresnel lens; uses 300, 500, or 750-watt T-20 lamp; multi-baffled vent holes for ventilation; finger-type holders for accessories. Photospot, $22.43. Accessories include barn doors, spot shades, framing masks, diffusers, color filters, Macbeth filters, and flash adapter.

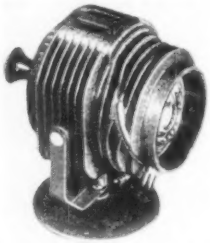
Giraffe Fresnel & Fresnel Cub. Focusing; 6-inch Fresnel lens; uses 300, 500, or 750-watt T-20 lamp; collapsible roller stand with boom arm; automatic safety lock; pneumatic check; single control for source position and direction; finger-type accessory holder. Price, large size, $137.43; Cub model, $122.48. Accessories same as above model.

Giraffe Standard and Cub. Non-focusing; open-front-type unit; uses RSP2A, RFL2A, R4O, flashbulbs, or No. 1 or 2 floodlamps; Numo-cushion stand with same features as the Giraffe Fresnel model; filter and

diffuser holders; diffuser; shatter screen, and louvre. Price, Standard, $102.93; Cub, $91.43. Accessories include color filters, Macbeth filters, flash adapter, reflector.
MFR. Display Lighting, Inc.

FR HI-SPOT

Focusing; uses 200-watt lamp at 110 recommended line voltage; Fresnel lens; cooling by fins and slots; tripod socket; table base; yoke; swivels for directional focusing; color temperature, 3200 K. Price, with lamp, $22.50 including tax. Adapters avail-

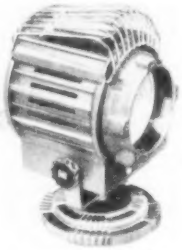


able to fit ½-inch and ⅝-inch light standards.
MFR. The FR Corporation.

GOLDE

GoldE Hi-Liter. Finger-tip beam-control device; Fresnel lens; uses 100-watt T-8 or 150-watt G-16½ lamp; tripod socket; table base; designed for booms, ceiling, or stand; removable panning handle. Price, less lamp, $10. Spiral louvre and light stand available as accessory.

Rotochrome Spotlight. Push-pull focusing; condenser lens; uses 250, 400, or 500-watt pre-focus lamp; natural draft ventilation; changes 6 colors per minute; self-starting; table base; adjustable beam size; wire heat guard. Price, less lamp, $27.50. Ceiling or wall mounting bracket available as accessory.



GoldE Bantam Spot. Push-pull focusing; Fresnel lens; uses 500-watt T-20 pre-focus lamp; fluted cooling; special wire heat guard; table base. Price, less lamp, $17. Accessories include snoots, telescoping stand, blinder, diffuser, color frames, and ceiling brackets.

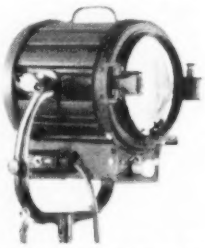
Bantam Super Spot. Focusing; Fresnel lens; blower cooled; uses 250, 500, 750, or 1000-watt T-20 pre-focus lamp; wire heat guards; 10-foot cord; has full tilting. Price, less lamp, with table base, $29. Accessories same as above.
MFR. GoldE Mfg. Co.

KLIEGL

Fresnel Lens Spotlight. Focusing; Fresnel lens; 500-watt, T-20 pre-focus lamp; with wall bracket or table stand; floor stand available; for 115 line voltage; filter holders; baffled slot ventilation; small and compact; diffuser available. Price, $20.
MFR., Kliegl Bros.

MOLE-RICHARDSON

Junior Solarspot Model 410. Focusing; Fresnel lens; uses 1000 or 2000-watt mogul bipost lamp; ventilation through interlocking channels; roller stand; collapsible and telescoping; yoke; long rubber cord; for heavy duty. Price on request. Available accessories include diffuser frame, barn doors, stand bracket.



Baby Solarspot. Focusing; Fresnel lens; uses 500 or 750-watt lamp; ventilation through interlocking channel construction; roller stand; collapsible and telescoping; yoke; long rubber cord; rugged for heavy duty. Price on request. Accessories same as above.

Midget. Focusing; Fresnel lens; uses 200-watt lamp; ventilation by louvers; table base; tripod socket; yoke; filter holders; Price on request. Barn doors available as accessory.

Blue Zephyr Junior Model 1000. Scale focusing; Fresnel lens; uses 1,000-watt or 2,000-watt G-48 lamp; aluminum construction; Alzak mirror; channel cooling; attached rotating barn doors; folding pedestal; diffuser. Price on request.

Blue Zephyr Baby Model 750. Scale focusing; Fresnel lens; uses 750-watt medium bipost lamp; ventilation through interlocking channel construction; yoke; rotating barn door; diffuser frame; long rubber cord; for heavy duty. Available either with Auxiliary Pedestal, Model 750S or Blue Comet Boom, Model 75. Model 750S is collapsible and telescoping; rubber casters. Blue Comet Boom, Model 75, is collapsible and telescoping; locking rubber-tired casters; air brake in boom; boom arm adjustable from flat to upright; brake drum control at balancing point. Prices for all combinations on request. Accessories available for Model 750 are stand brackets.
MFR., Mole-Richardson Co.

SUN RAY MODEL 17

Focusing; condenser lens; uses 500-watt T-20 lamp; has ventilation provisions; adjustable socket; diaphragm; special detachable focusing attachment; without stand. Price, $43.11 including tax.
MFR., Sun Ray Photo Corp.

LAMPS FOR PICTURE TAKING

Manufacturer and Lamp Designation	Wattage or Light Output	Mean Color Temp. (Deg. Kelvin)	Average Life at 115 V. in Hrs.	Rated Lumens at 115 V.	Base** and Burning Position*		Special Characteristics	List Price Each (Less Tax)
General Electric								
G-E Photofloods								
No. 1	250	3,400	3	8,650	Medium	A	Equiv. to 750 watts standard lighting.	$0.18
No. 2	500	3,400	6	17,000	Medium	A	Equiv. to 1500 watts standard lighting.	.33
No. B1	250	4,800 (d)	3	.....	Medium	A	Daylight blue, for color photography.	.30
No. B2	500	4,800 (d)	6	.....	Medium	A	Same.	.60
No. RFL 2	500	3,400	6	(c)	Medium	A	Flood, built-in reflector, 60° controlled beam.	1.15
No. RSP 2	500	3,400	6	50,000 (a)	Medium	A	Spot, built-in reflector, 20° beam.	1.30
Medium Beam 375w	375	3,400	4	.....	Medium	A	Medium beam—built-in reflector, 40° beam.	1.25
3200 K Lamps								
A-23	250	3,200	20	.....	Medium	A		.40
PS-25	500	3,200	60	.....	Medium	A		.70
T-20	500	3,200	30	.....	Medium	C	For color photography with film color-balanced for	2.95
T-20	500	3,200	30	.....	Med. Pf.	C	3200 K.	3.20
T-20	500	3,200	35	.....	Med. Bi.	C		4.25
Spotlight Lamps								
T-10	200	.....	.....	.....	Bay. Cd.		Clear	2.90
G-30	400	.....	.....	.....	Medium		Clear, also available in photo blue.	1.90
G-30	400	.....	.....	.....	Med. Pf.		Clear, also available in photo blue.	2.15
Miscel. Lamps								
T-20	500	.....	.....	.....	Medium		Small lamp with powerful light. Recommended for	2.75
T-20	500	.....	.....	.....	Med. Pf.		home portraiture, etc.	2.75
PS-40	500	.....	.....	.....	Mogul		Clear. For general lighting.	.95
Jewel Products			Rated at 120 V.	Rated at 120 V.				
Picture Flood								
A21	500	.....	5	10,500	Medium	A	Constant actinic value.	.39
Opal Flood								
A21	300	.....	5	5,500	Medium	A	Bright, soft light.	.44
PS25	500	.....	10	10,800	Medium	A	Same.	1.10
Filter Flood								
A21	400	.....	5	7,500	Medium	A	Daylight blue, for color photography.	.55
Radiant Lamp Corp.				Rated Lumens				
Spotlight Lamps								
P25	100	.....	200	1,360	Medium	A	Light center length, 3", over-all length, 3 1/8".	.80
P25	100	.....	200	1,360	Med. Pf.	A	Light center length, 2 3/16", over-all length, 5".	1.00
G16 1/2	100	.....	200	1,600	Bay. Cd.	C	Light center length, 1 3/8", over-all length, 3".	.90
G30	250	.....	200	4,400	Medium	D	Light center length, 3", over-all length, 5 1/8".	1.15
G30	250	.....	200	4,400	Med. Pf.	D	Light center length, 2 3/16", over-all length, 5 3/8".	1.40
T12	250	.....	200	4,400	Med. P.S.	B	Light center length, 3 1/2", over-all length, 5 3/4".	4.50
T20	250	.....	200	4,400	Med. Pf.	C	Light center length, 2 3/16", over-all length, 5 3/4".	3.50
T20	250	.....	200	4,400	Medium	C	Light center length, 3", over-all length, 5 1/2".	3.35
G30	300	.....	200	5,300	Medium	D	Light center length, 3", over-all length, 5 3/8".	1.50
G30	400	.....	200	8,000	Medium	D	Light center length, 3", over-all length, 5 1/8".	1.75
G30	400	.....	200	8,000	Med. Pf.	D	Light center length, 2 3/16", over-all length, 5 3/8".	2.00
G40	500	.....	200	10,200	Mogul	D	Light center length, 4 1/4", over-all length, 7 1/16".	2.60
T12	500	.....	200	10,250	Med. P.S.	B	Light center length, 3 1/2", over-all length, 5 3/4".	6.00
T20	500	.....	200	10,250	Med. Pf.	C	Light center length, 2 3/16", over-all length, 5 3/4".	3.40
T20	500	.....	500	9,500	Med. Pf.	C	Light center length, 2 3/16", over-all length, 5 3/4".	3.00
Floodlamps								
G30	250	.....	200	3,750	Medium	D	Light center length, 3", over-all length, 5 1/8".	1.15
G30	250	.....	200	3,750	Med. Pf.	D	Light center length, 2 3/16", over-all length, 5 3/8".	1.40
G30	400	.....	200	6,600	Medium	D	Light center length, 3", over-all length, 5 1/8".	2.00
G30	400	.....	200	6,600	Med. Pf.	D	Light center length, 2 3/16", over-all length, 5 3/8".	2.25
G40	500	.....	200	8,650	Med. S.	D	Light center length, 4 7/8", over-all length, 7 3/4".	2.20
G40	500	.....	200	8,800	Mogul	D	Light center length, 4 1/4", over-all length, 7 1/16".	2.10
T20	500	.....	200	8,500	Med. Pf.	C	Light center length, 2 3/16", over-all length, 5 3/4".	3.40
T12	500	.....	200	8,700	Med. P.S.	B	Light center length, 3 1/2", over-all length, 5 3/4".	6.00
Sheldon Electric Co.								
Photoflood RFL2	500	3,400	6	17,000	Medium	A	Flood, built-in reflector, 60° beam.	1.05
Photospot RSP2	500	2,400	6	50,000	Medium	A	Spot, built-in reflector, 30° beam.	1.20
Solar Electric Corp.								
Solar Photofloods								
No. 1	250	3,400	3	8,650	Medium	A	High intensity light source, use with reflector	.16
No. 2	500	3,400	6	17,000	Medium	A	Same, with double intensity of No. 1.	.30
No. RFL2	500	3,400	1	4,500	Medium	A	Flood, built-in reflector, 30° beam.	1.05
No. RSP2	500	3,400	1	50,000	Medium	A	Spot, built-in reflector.	1.20
Sylvania Electric								
Sylvania Superflood								
No. 1	250	3,400	3	8,650	Medium	A	Equiv. to 750 watts standard lighting.	.20
No. 2	500	3,400	6	17,000	Medium	A	Equiv. to 1500 watts standard lighting.	.37
No. R2	500	3,400	6	.....	Medium	A	Reflectorflood, 30° beam, built-in reflector.	1.30
No. B1	250	4,800 (d)	3	5,600	Medium	A	Made of daylight blue filter glass, for use with day-	.34
No. B2	500	4,800 (d)	6	11,000	Medium	A	light-type color film and black-and-white.	.68
Westinghouse								
W Photoflood Lamps								
No. 1	250	3,400	3	8,650	Medium	A	High intensity light source, use with a reflector.	.16
No. 2	500	3,400	6	17,000	Medium	A	Same, with double the intensity of No. 1.	.30
No. B1	250	4,800	3	5,600	Medium	A	Blue bulb fill-in light to supplement daylight.	.30
No. B2	500	4,800	6	11,000	Medium	A	Same, double the intensity of the B1.	.60
No. 300 R 30	300	3,400	4	.....	Medium	A	New small size medium beam.	1.25
No. 375 34 R 4	375	3,400	4	.....	Medium	A	Compact flood, built-in reflector 40° medium beam.	1.25
No. RFL2	500	3,400	6	4,500	Medium	A	Compact flood, built-in reflector 60° controlled beam.	1.05
No. RSP2	500	3,400	6	(a)	Medium	A	Compact spot, built-in reflector 20° controlled beam.	1.20
3200K Lamps								
PS25	500	3,200	60	.....	Medium	A		.70
T20	500	3,200	30	.....	Medium	C	For color photography with color film balanced for	2.95
T20	500	3,200	30	.....	Med. Pf.	C	3200K.	3.20
T20	500	3,200	35	.....	Med. Bi.	C		4.25

NOTES **Bases are screw type unless otherwise indicated. Abbreviations are as follows: Bi.—Bipost, Bay.—Bayonet, Cd.—Candelabra; Pf.—Prefocus, P.S.—Prefocus Skirted.

*Burning Positions.
A. Will burn in any position.
B. Base up burning.
C. Base down burning.
D. Any position from vertical base down to horizontal.
E. Any position except within 45° of vertical base up.

a. Approximate Beam Candlepower.
b. Not designed for life, but for a mean color temperature of 3200 Kelvin.
c. Light concentrated in photo-effective zone. Equivalent to a No. 2 Photoflood in good reflector.
d. Intended to supplement daylight.

MISCELLANEOUS PHOTOGRAPHIC EQUIPMENT

ADHESIVES
Ace Photo Laboratories
Arabol Manufacturing Co.
Milton Bradley Co.
Burke & James, Inc.
Calhoun Co.
Carter's Paper Cement
The Chilcote Co.
Commercial Paste Co.
Craftint Manufacturing Co.
Eastman Kodak Co.
Gross Photo Supply Co.
Higgins Ink Co.
Industrial Tape Corp.
Inventions, Inc.
National Chemical Co.
Paisley Products, Inc.
Rosco Laboratories
S. S. Rubber Cement Co.
Sanford Ink Co.
Sprague-Hathaway, Inc.
Union Rubber & Asbestos Co.

AGITATORS, TANK
Brown Coating & Equipment Co.
Oscar Fisher Co., Inc.
Goetz & Ruschman
National Chemical Co.
Radiant Specialty Corp.
Testrite Instrument Co., Inc.
Wolff Manufacturing Co.

ALBUMS
Aabalton's Photofit Co.
Amberg File & Index Co.
American Binder Co., Inc.
American Camera & Photo Supply
American Mount & Card Co.
Ash Products Co.
The Barco Chemical Prod. Co.
Blossom Mfg. Co., Inc.
O. S. Braunstein
Burkhardt Co.
John Byrnes Co.
The Camille Co.
Chilcote Co.
Cook's of Camden
Craftmount Co.
Develco Products
Eagle Photo Supply Co.
Eastman Kodak Co.
East Coast Mfg. Co.
Empress Novelty Co.
Fredart Mfg. Corp.
Gen. Products Co. (Reading, Mass.)
General Products Co. (Chicago)
Gross Photo Supply Co.
Arthur Hertzberg & Craftsmen
Hob-B-Bookcraft
Holson Binders, Inc.
W. C. Horn, Bro. & Co.
International Sales Co.
Interstate Picture Frame Co.
Janton Products
Emil Koudelka, Inc.
Kreuter Leather Goods Co.
McMillan Foley Publishing Co.
E. E. Miles Co.
Movi, Inc.
No-Style Photo Album Co.
B. Oshrin & Brother
Ply-Line Co.
Pocket Photos, Inc.
Polly Products, Inc.
Photo Specialty Co.
Joseph Robin Co.
Sprague-Hathaway, Inc.
Stationer Specialty Corp.
Samuel L. Unger
York Photo Mount, Inc.

APRONS, DARKROOM
American Camera & Photo Supply
Associated Photo Products
Baco Accessories Co.
Blossom Manufacturing Co.
Canvas Products Corp.
Eagle Photo Supply Co.
Eastman Kodak Co.
Eimer & Amend
General Photographic Supply Co.
Melrose Manufacturing Co.
George Murphy, Inc.
Petra Manufacturing Co.
Pictorial Frames
Pierce Co.
The Saunders Co.
Surety Rubber Co.

AUTOMATIC DIAPHRAGM CONTROL
Graflex, Inc.
H. C. E. Co., Inc.
Hall-Barkan Instruments, Inc.

BACKS, CAMERA
Dividing
Ansco
Burke & James, Inc.
L. F. Deardorff & Sons
Graflex, Inc.
Gundlach Mfg. Corp.
Multiple
Burke & James, Inc.
Eastman Kodak Co.
Gundlach Manufacturing Corp.
Reducing
Ansco
Burke & James, Inc.
L. F. Deardorff & Sons
Eastman Kodak Co.
Gundlach Manufacturing Corp.
Photronics, Ltd.
Roll Film Adaptors
Brumberger Co.
Gundlach Mfg. Corp.
Mar-Bar, Inc.
E. Suydam & Co.
Spring
Eastman Kodak Co.
Fidelity Mfg. Co.
Kling Photo Supply
Mico Photo Products Co.

BEADS (Glass, for Screens)
Amer. Camera & Photo Supply Co.
Fred Frankel & Sons
Vocalite Screen Corp.

BELLOWS
Adam Archinal Corp.
Bellows Supply Co.
Gundlach Mfg. Corp.
Rogers Bellows Mfg. Co.
Techni-Service
United Camera Co.
I. W. Willin & Co.

CALCULATORS & COMPUTERS
Arel, Inc.
Diebold, Inc.
Eagle Photo Supply Co.
Eastman Kodak Co.
Haber & Fink
Loren H. Hardaker
Kerman Instr. Co.
George Murphy, Inc.
Precision Camera Equip.
Slyd-Rul Co.
Vimax Co.
Webster Instrument Co.

CAMERA REPAIR
See REPAIRS, CAMERAS, ETC.

CASES, CAMERA
American Cam. & Photo Supply
Apex Case Co., Inc.
Arel Incorporated
Baco Accessories Co.
Barnett & Jaffe
Bell & Howell Co.
Britelite Distributors, Inc.
Burke & James, Inc.
Calhoun Co.
Diamond Case Div., Louis Lefkowitz & Bro., Inc.
Durable Fibre Sample Case Co.
Eastman Kodak Co.
Elkay Photo Products, Inc.
Empire M. P. Screen Co.
Fiberbilt Case Co.
Fischer Photo Products
J. L. Galef & Son, Inc.
General Photographic Supply Co.
Graflex, Inc.
Gundlach Mfg. Corp.
Hinson Manufacturing Co.
The Kalart Co.
Keys Stereo Products
Kling Photo Supply Co.
Leatherarts Mfg. Co.
E. Leitz, Inc.
Paillard Products, Inc.
Perfection Sample Case Co.
J. B. Perrin & Co.
Polaroid Corp.
Ruko Company
Service Manufacturing Co.
Stouffer Graphic Arts, Equip.
Superb Photo Accessories Co.
Superior Leather Shop
Universal Camera Corp.

CASES—SALON MAILING
Compco Corp.
Durable Fibre Sample Case Co.
Empire M. P. Screen Co.
Fibre Case & Novelty Co.
Perfection Sample Case Co.

CELLULOSE TAPE
Industrial Tape Corp.
Minnesota Mining & Mfg. Co.

CHANGING BAGS
Burke & James, Inc.
Eagle Photo Supply Co.
Melrose Manufacturing Co.
George Murphy, Inc.
No Dark Products Co.

CHEMICALS, PHOTO
Ace Photo Laboratories
Ansco
Atkinson Laboratories
Continental Photographic Labs.
D. U. C. Laboratories, Inc.
Eagle Photo Supply Co.
Eastman Kodak Co.
Edwal Laboratories
The FR Corp.
General Photo Products Co., Inc.
General Photographic Supply Co.
G. Gennert Co. of California
Grant Photo Products, Inc.
A. R. Maas Chemical Co.
Mallinckrodt Chemical Works
Merck & Co., Inc.
Merix Chemical Co.
George Murphy, Inc.
National Chemical Co.
Norman-Willets Co.
Sarnol, Inc.
Sears, Roebuck & Co.

COLORING MATERIAL
Alden Manufacturing Laboratories
Craftint Manufacturing Co.
Delta Brush Co.
Dyacol Products Laboratory
Eagle Photo Supply Co.
Eastman Kodak Co.
Eimer & Amend
Grant Photo Products, Inc.
M. Grumbacher, Inc.
Johnston's Snow White Products
The Kalart Co., Inc.
A. R. Maas Chemical Co.
John G. Marshall, Inc.
Mimosa-American Corp.
George Murphy, Inc.
Nat'l Photo & Lantern Slide Color Co.
Roehrig-Bielenberg Co., Inc.
F. Weber Co.
Webster Brothers Laboratories

COLOR METERS
Brown Coating & Equip. Co.
Grover Photo Products
Harrison & Harrison
Photo Research Corp.
Stein Photo Distributors

COLOR PRINTING & PROCESSING ACCESSORIES
Ansco
Artisan Guild
Bourges, Inc.
C. A. Birch-Field Laboratories
Continental Photographic Labs.
Craftint Manufacturing Co.
Curtis Laboratories, Inc.
Dyacol Products Lab.
Eagle Photo Supply Co.
Eastman Kodak Co.
Oscar Fisher Co., Inc.
Goetz & Ruschman
Grant Photo Products, Inc.
Grover Photo Products
The Houston Corp.
A. R. Maas Chemical Co.
McGraw Colorgraph Co.
Morse Instrument Co.
George Murphy, Inc.
National Photocolor Corp.
Nobema Products Corp.
Rosco Laboratories
Sarnol, Inc.
Seekay Supply Co.
Testrite Instrument Co.
United States Stoneware Co.

CONDENSING LENSES
American Photo Laboratories
Semon Bache & Co.
Bausch & Lomb Optical Co.
Bray Optical Co.
Buhl Optical Co.
Burke & James, Inc.
Chess-United Co., Inc.
Ednalite Optical
Miller Optical Co.
Optex Corporation

CONSTRUCTION KITS—ENLARGERS
California Technical Products Co.
Waring-Cleveland Instrument Co., Inc.

COPYING EQUIPMENT & ACCESSORIES
Baco Accessories Co.
Bolsey Corp. of America
Brownie's Specialty Shop
Burke & James, Inc.
C. B. S. Laboratories
Calumet Mfg.Co.
Chicago Camera Co.
L. F. Deardorff & Sons
De Groff Laboratories, Inc.
DeJur-Amsco Corp.
Di-Noc Manufacturing Co.
Eastman Kodak Co.
Emde Products
Gamma Instrument Co.
Garden & Williams
General Photo Products Co.
General Photographic Supply Co.
Gundlach Mfg. Corp.
Hall-Barkan Instruments, Inc.
Lorne H. Hardaker
E. Leitz, Inc.
Heitz & Lightburn
Migel Dist. Co., Inc.
Photo Reproducing Equipment Co.
D. Paul Shull
Spiratone
N. Teitelbaum Sons
U. S. Stoneware Co.
Waring-Cleveland Instrument Co., Inc.

DARKROOMS—PORTABLE
FR Corporation

DARKROOM SINKS
American Hard Rubber
Artisan Guild
Baco Accessories Co.
Brown Coating & Equip. Co.
Burke & James, Inc.
Calumet Mfg. Co.
Chicago Camera Co.
Oscar Fisher Co.,Inc.
U. S. Stoneware Co.
Wendnagel & Co.

DARKROOM KITS—Black & White
Ansco
Arel Incorporated
Brown Coating & Equip. Co.
Eastman Kodak Co.
Edwal Laboratories
The FR Corp.
Howard Products Co.
Mimosa-American Corp.
The Neder Corp.
Sears, Roebuck and Co.
Testrite Inst. Co., Inc.

DARKROOM KITS—Color
Ansco
Brown Coating & Equip. Co.
Continental Photographic Labs.
Curtis Laboratories, Inc.
Eagle Photo Supply Co.
Eastman Kodak Co.
Morse Instrument Co.
George Murphy, Inc.
Randall Enterprises
Sarnol, Inc.
Sears, Roebuck & Co.

DARKROOM LABELS
Eureka Specialty Printing Co.

DENSITOMETERS
Eagle Photo Supply Co.
Eastman Kodak Co.
General Radio Co.
National Photocolor Corp.
Photo Research Corp.
Photovolt Corporation
Stouffer Graphic Arts Equip.
Webster Instrument Co.
Weston Electrical Instrument Corp.

DESENSITIZERS
Ansco
Eastman Kodak Co.
George Murphy, Inc.

DODGING DEVICES
Polly Products, Inc.

DRYING AGENTS
O. S. Braunstein
Davidson Chemical Corp.
Eagle Photo Supply Co.
Merix Chemical Co.
George Murphy, Inc.

DYES, PHOTOGRAPHIC
Alden Manufacturing Laboratories

Ansco
Bachmeier & Co.
Baco Accessories Co.
Curtis Laboratories, Inc.
Dyacol Products, Laboratory
Eastman Kodak Co.
Norman-Willets Co.
Webster Brothers Laboratories

ELECTRONIC FLASH

Studio Units
American Cinefoto
American Speedlight Corp.
Cellux Electronic Corp.
D. A. Davenport Mfg. Co.
Dormitzer Electric & Mfg. Co.
Eastman Kodak Co.
Epco Products, Inc.
Heiland Research Corp.
Lennox Industries, Inc.
Lightning Lite Co.
Photographic Products, Inc.
J. G. Saltzman, Inc.
The Speedotron Co.
Strobo Research Labs.
Sylvania Electric Co.
Tubes
Amglo Corporation
General Electric Co.
Kemlite Labs.
Sylvania Electric Corp.

ENLARGER COVERS

American Camera & Photo Supply
Blossom Manufacturing Co.
O. S. Braunstein
General Photographic Supply Co.
George Murphy, Inc.
Petra Manufacturing Co.
The Saunders Co.

ENLARGER HEADS

Aristo Grid Lamp Products, Inc.
DeJur Amsco Corp.
Elwood Pattern Works, Inc.
Waring-Cleveland Instrument Co., Inc.

ENLARGING AIDS

Adams Retouching Machine Co., Inc.
Burke & James, Inc.
Victor Corrado
Dyacol Products Lab.
Eastman Kodak Co.
Raymond Georg
Nichols Photo Service
Stern & Co.

ENLARGING EASEL HOLDERS

Eastman Kodak Co.
Elwood Pattern Works, Inc.
D. Paul Shull

ENVELOPES—Glassine & Cellophane

American Print & Env. Co.
The American Products Co.
Ansco
O. S. Braunstein
Eastman Kodak Co.
Andrew E. Lutz Co.
Hobson Miller Paper Co., Inc.
George Murphy, Inc.
The Nega-File Co.

EXPOSURE RECORDS

Atkinson Laboratories
Harrison & Harrison

EXTENSION TUBES

Baco Accessories
Burke & James, Inc.
CBS Laboratories
The Camera Mart
Eastman Kodak Co.
Enteco Industries, Inc.
Hall-Barkan Instrument Co., Inc.
Heiland Research Corp.
Heitz & Lightburn
E. Leitz, Inc.
D. Paul Shull
Spiratone
Techni-Service

FABRIC—BACKING

Holliston Mills, Inc.
Seal, Inc.
Western Sales Co.

FERROTYPE

Solution
Alden Manufacturing Co.
Burke & James, Inc.
Eastman Kodak Co.
Edwal Laboratories
Ferolene Sales Co.
General Photographic Supply Co.
Merix Chemical Co.
National Chemical Co.
Silver-Glo Co.
Truphoto Products
Tins & Plates
Acme Ferrotype Co.
American Camera & Photo Supply
Apollo Metal Works
Burke & James, Inc.
Duophoto Corp.
Eagle Photo Supply Co.
Eastern Metal Supply Co.
Eastman Kodak Co.
George Murphy, Inc.
Sears, Roebuck & Co.
Truphoto Products

FIELD LENSES

Eastman Kodak Co.
The Hartley Co.
E. Suydam & Co.

FILM ACCESSORIES

Adapters:
CM Backs to American Holders
Fidelity Mfg. Co.
Kling Photo Supply Corp.
No. 120 & 620 to Bantam
Burke & James, Inc.
Cleaning Devices
Eastman Kodak Co.
The Kalart Co., Inc.
Neumade Products Corp.
Photographic Industries, Inc.
Cleaning Preparations
Dyacol Products Lab.
Eastman Kodak Co.
Edwal Laboratories
Fisher Manufacturing Co.
Merix Chemical Co.
National Chemical Co.
Photographic Industries, Inc.
Rosco Laboratories
Clips & Hangers
A-G Photo Co.
Ansco
Brunner Booth Photo Co.
Burke & James, Inc.
Carr Corp.
Eastman Kodak Co.
Electra Corporation
The FR Corporation
Oscar Fisher Co.
Goetz & Ruschman
The Hobar Co., Inc.
Schoen Products Co.
Testrite Instrument Co.
Urell, Inc.
Wolff Manufacturing Co.
Dryers
Aldine Paper Co.
O. S. Braunstein
Oscar Fisher Co.
Martin Products
Micro Record Corp.
Morse Instrument Company
Drying Solutions
Goetz & Ruschman
A. R. Maas Chemical Co.
Filmpack Adapters
A-G Photo Distributors
Eastman Kodak Co.
Graflex, Inc.
E. Suydam & Co.
Film Masks
Robert M. Daly
R. & M. Prod. Develop. Co.
Holders
Alkon Photo Products, Inc.
Ansco
Baco Accessories Co.
Burke & James, Inc.
Eastman Kodak Co.
Fidelity Manufacturing Co.
Graflex, Inc.
Grover Photo Products
Gundlach Mfg. Corp.
Lisco Products Co.
Lishing Products Co.
E. Suydam & Co.
Loading Aids
R. J. Cory Enterprises
Loaders (35mm)
Airequipt Manufacturing Co., Inc.
Ebe Mfg. Co.
Lloyd Mfg. Co.
Magazines
Graflex, Inc.
Plate Back to Roll Film
Adam Archinal Corp.
Graflex, Inc.
Gundlach Manufacturing Corp.
E. Suydam & Co.
Techni-Service
Protective Solution
O. S. Braunstein
Cinelac Co.
Curlo Photo Co.
Eastman Kodak Co.
Kin-O-Lux, Inc.
Neumade Products Corp.
Pinnacle Productions
Ro-Ann Co.
Rosco Laboratories
Roll Film Adapter
A-G Photo Co.
Gundlach Mfg. Corp.
Mar-Bar, Inc.
E. Suydam & Co.
Sheet Film Sheaths
Burleigh Brooks Co.
Gundlach Mfg. Corp.
E. Suydam & Co.
Techni-Service
Trimmers & Templates
Eastman Kodak Co.
Goetz & Ruschman
E. Leitz, Inc.
D. Paul Shull

FILTER KITS & CASES

Bolsey Corp. of America
Chess-United Co.
Ednalite Optical Co.
Enteco Industries, Inc.
Harrison & Harrison
Spiratone
Tiffen Manufacturing Corp.
Voss Photo Products, Inc.

FILTER MOUNTS

Burke & James, Inc.
Burleigh Brooks Co.
Chess-United Co.
Eastman Kodak Co.
Ednalite Optical Co.
Enteco Industries, Inc.
H. C. E. Co., Inc.
Harrison & Harrison

FILTERS, VIEWING

Burleigh Brooks Co.
Chess-United Co.
Ednalite Optical Co.
Enteco Industries, Inc.
Golden "B" Mfg. Co.
Harrison & Harrison
Moviette, Inc.
Nicholson Products Co.
Photographic Arts Manufacturing Co.
Photo Research Corp.
Tru-Lite Research Laboratories

FIXING PREPARATIONS

Ace Photo Laboratories
Atkinson Laboratories
E. I. du Pont de Nemours & Co., Inc.
Eastman Kodak Co.
Edwal Laboratories
The FR Corporation
Mallinckrodt Chemical Works
Mont-Blanc Chemical Laboratories
Sears, Roebuck & Co.
Urell, Inc.

FLASH

Batteries
Bright Star Battery Co.
Burgess Battery Co.
National Carbon Div., Union Carbon & Carbide Corp.
Ray-O-Vac Co.
Sterling Battery Co.
Yardney Electric Corp.
Battery Tester
Bright Star Battery Co.
Wm. Galloway & Sons
Graham Scientific Instrument Co.
Life Industries Corp.
Pioneer Patents & Products Co.
Testrite Instrument Co.
Bayonet Adapters & Sockets
Arel Incorporated
Biber Foto Corp.
Harwood Mfg. Co.
Life Industries Corp.
Frank W. Morse Co.
Jas. H. Smith & Sons Corp.
Testrite Instrument Co.
B-C Cartridges
Shureflash Laboratory, Inc.
Bulb Tester
Burke & James, Inc.
Globe Industries, Inc.
Harwood Mfg. Co.
Kriser Corp.
Pioneer Patents & Products Co.
Stouffer Graphic Arts Equipment Co.
Flash Bulb Dyes
Dayton Rogers Manufacturing Co.
Dee Bee Laboratory
Jen Products Co.
Rosco Laboratories
Scienta Products Co.
Flash Extensions & Accessories
Bolsey Corp. of America
Burke & James, Inc.
Eastman Kodak Co.
Ertler Photo Equipment
Graflex, Inc.
Heiland Research Corp.
Jen Products Co.
The Kalart Co.
Kamra Corp.
E. Leitz, Inc.
Life Industries Corp.
Mendelsohn Speedgun Co., Inc.
Nordic Mfg. Co.
Powell Products Inc.
Praco Photo Products Co., Inc.
James P. Saragino
Service Photo Suppliers, Inc.
Spiratone Photo Supplies
Stouffer Graphic Arts Equipment Co.
Flash Shields & Covers
Blossom Manufacturing Co.
Brooks Manufacturing Co.
Eastman Kodak Co.
Glo-Brite Products, Inc.
Globe Industries, Inc.
Jen Products Co.
N. A. Standard Products
Spear Products Co.
Pistols & Powder
Kilgore Manufacturing Co.
I. C. Newman Co.
Remote Flash Units
Era Tool & Engineering Co.
Globe Industries, Inc.
Heiland Research Corp.
Strobo Research Labs.
Synchronizer Focusing Spotlight
Jen Products Co.
Life Industries Corp.
Synchronizer Tester
Acra Instruments
Biber Foto Corp.
Cyclops Products
Flashback Sales
Heiland Research Corp.
The Kalart Co., Inc.
Novelty Scientific
Photo Research Corp.
Service Photo Suppliers
Stouffer Graphic Arts Equipment Co.
Techni-Service
Wilcox Photo Sales

FOCUSING AIDS

A-G Photo Co.
Baco Accessories Co.
Bausch & Lomb Optical Co.
Buhl Optical Co.
Burke & James, Inc.
Burleigh Brooks Co.
C. B. S. Laboratories
Cadwell Corp.
Cal-Cam
Cargille Scientific, Inc.
Chess-United Co., Inc.
Chromat-O-Scope
Dayton Rogers Manufacturing Co.
Delta Photo Supply Co.
Eastman Kodak Co.
Ednalite Optical Co.
Fedco Products
Fischer Photo Prod.
Foto-Rule Co.
General Photographic Supply Co.
Gundlach Mfg. Corp.
Hollywood Cine Products
The Kalart Co.
E. Leitz, Inc.
Melrose Manufacturing Co.
Miller Optical Co., Inc.
Mimosa-American Corp.
George Murphy Co.
Petra Manufacturing Co.
Photographic Arts Mfg. Corp.
Photolix, Inc.
Sarnol, Inc.
The Saunders Co.
D. Paul Shull
Stroba Mfg. Co., Inc.
Sutz Products
Vimax Co.
Waring-Cleveland Instrument Co., Inc.

FRAMES—ADJUSTABLE

Bawden Brothers, Inc.
Braquette, Inc.
M. W. Carr & Co.
General Products of Chgo.
Joseph Robin
Sprague-Hathaway, Inc.
York Photomount, Inc.

GADGET BAGS

American Camera & Photo Supply Co.
Craig Leather Products Co.
Diamond Case Div., Louis Lefkowitz & Bros.
Emmet Corporation
Hinson Manufacturing Co.
J. B. Perrin & Co.
Ruko Company
Service Manufacturing Co.

GLASS

Heat-Absorbing
American Photo Laboratories
Ansco
Semon Bache & Co.
Bausch & Lomb Optical Co.
Burke & James, Inc.
Chess-United Co.
Eastman Kodak Co.
Ednalite Optical Co.
Teitelbaum & Sons
Polarizing
Optex Corp.
Polalite Corp.
Teitelbaum & Sons
Three Dimension Sales Co.
Slides
Semon Bache & Co.
Bee-Tee Optical Corp.
Burke & James, Inc.
Compco Corp.

Eastman Kodak Co.
Eric Scientific Corp.
GoldE Manufacturing Co.
E. Leitz, Inc.
Miller Optical Co.
Rosco Labs.
Sprague-Hathaway, Inc.

GLOVES—DARKROOM

Surety Rubber Co.

GRADUATES

B W Molded Plastics
Columbian Enameling & Stamping Co., Inc.
Eastman Kodak Co.
Eimer & Amend
Testrite Instrument Co.

GRAY SCALES

Eastman Kodak Co.

GREETING CARD SETS

Chemipure Labs.
Eastman Kodak Co.
Goetz & Ruschman
La France Productions
Miller Outcalt Co.
Mimosa-American Corp.
Photo-Mart

HARDENERS, PREPARED

Ansco
Atkinson Laboratories
A. O. Braunstein
Duophoto Corp.
Eastman Kodak Co.
Edwal Laboratories
The FR Corp.
Lightning Products Co.
A. R. Maas Chemical Co.
Merix Chemical Co.
National Chemical Co.
Sears, Roebuck & Co.

HUMIDITY CONTROL

Abbeon Supply Co.

HYPO

Bath Test
A. O. Braunstein
Eastman Kodak Co.
Edwal Laboratories

Eliminator
A. O. Braunstein

Test for Wash Water
Apparatus Development Co., Inc.
E. I. du Pont de Nemours & Co., Inc.

IDENTIFICATION—(Equipment)

Cameras
Graflex, Inc.

Decalcomanias
Avery Adhesive Label Corp.
Baco Accessories Co.
I-D-Cal Co.

Embossing Seals
Interstate Picture Frame Co.

Stamping Machines
Aabalton's Photofit Co.

Supplies
Graflex, Inc.

Tags
Olden Camera & Lens Co.

INKS—(For Writing on Glass & Negatives)

Alden Manufacturing Co.
Eastman Kodak Co.
Eimer & Amend
Graflex, Inc.
Higgins Ink Co., Inc.
Johnston's Snow White Products
Stewart Research Labs.
F. Weber Co.

INTENSIFIER

Ansco
Burke & James, Inc.
Curio Photo
Eagle Photo Supply Co.
Eastman Kodak Co.
George Murphy, Inc.
Jas. H. Smith & Sons Corp.

LAMP BULBS (Other Than Picture Taking)

Burke & James, Inc.
Eastman Kodak Co.
Industrial Devices, Inc.
Jewel Products, Inc.
North American Electric Lamp Co.
Radiant Lamp Corp.
Solar Electric Corp.
Sylvania Electric Co.
Westinghouse Elec & Mfg. Co.

LENSES, PHOTOGRAPHIC

Alco Photo Supply Corp.
Bausch & Lomb Optical Co.
Bell & Howell Co.
Buhl Optical Co.
Burke & James, Inc.
Chess-United Co.
DeJur Amsco Corp.
Eastman Kodak Co.
Ednalite Optical Co.
Elgeet Optical Co.
C. P. Goerz American Optical Co.
Gundlach Mfg. Corp.
Herron Optical Co.
Ilex Optical Co.
Kling Photo Supply Corp.
Kollmorgen Optical Corp.
E. Leitz, Inc.
Main Electric Co., Inc.
Hugo Meyer & Co.
Miller Optical Co.
Optex Corp.
PhotoLix, Inc.
Projection Optics Co., Inc.
Simpson Optical Co.
Society for Visual Education, Inc.
Viewlex, Inc.
Wollensak Optical Co.

LENS ACCESSORIES

Adapters
D. Paul Shull Co.

Brushes
American Camera & Photo Supply
Arel, Inc.
Baco Accessories Co.
Bausch & Lomb Optical Co.
Burke & James, Inc.
Delta Brush Co.
Eastman Kodak Co.
Eimer & Amend
Miller Outcalt Co.
Nuclear Products Co.
Rosco Laboratories

Calibrating, T-Stops
National Cine Equipment, Inc.
Photo Research Corp.

Cleaning Solution
Bell & Howell Co.
A. O. Braunstein
Craig Manufacturing Co.
Eastman Kodak Co.
Eimer & Amend
The Kalart Co., Inc.
Mitchell Camera Corp.
George Murphy, Inc.
Optical Films Engineering Co.
Rosco Laboratories
Sturr Industries, Inc.
Superfine Lens Cleaner Co.
Wollensak Optical Co.

Coating
Acra Instruments
Burke & James, Inc.
Burleigh Brooks Co.
Ray Campbell & Co.
Certified Scientific Co.
Chemoptics, Inc.
Chess-United Co.
Ednalite Optical Co.
Gundlach Mfg. Co.
Lockrey Co.
MacCollister and Campbell
Mills Photographic Engineering Lab.
Optical Coating Laboratory
Optical Films Engineering Co.
Pacific Universal Products Corp.
Sturr Optical Co., Inc.
Techni-Service Co.

Diaphragm Controls
Hall-Barkan Instruments, Inc.

Flanges & Boards
Adam Archinal Corp.
Baco Accessories Co.
Bausch & Lomb Optical Co.
Brownie Specialty Shop
Burke & James, Inc.
Burleigh Brooks Co.
Chess-United Co.
Eastman Kodak Co.
Ednalite Optical Co.
Elgeet Optical Co.
Enteco Industries
Gundlach Mfg. Corp.
Heiland Research Co.
Life Industries Corp.
Main Electric Co., Inc.
Mayfair Camera Stores
Nicholson Products Co.
Photoking
D. Paul Shull
Techni-Service
The Tenplus Co.

Lens Caps
Baco Accessories Co.
Bausch & Lomb Optical Co.
Bell & Howell Co.
Blossom Mfg. Co., Inc.
Burke & James, Inc.
Eastman Kodak Co.
Elgeet Optical Co.
General Photographic Supply
Heitz & Lightburn
E. Leitz, Inc.

Lens Mountings
Hall-Barkan Instruments, Inc.

Shades
American Camera & Photo Supply
Baco Accessories Co.
Bell & Howell
Burke & James, Inc.
Chess-United Co.
Eagle Photo Supply Co.
Eastman Kodak Co.
Ednalite Optical Co.
Enteco Industries
Garden & Williams
General Photographic Supply
Grover Photo Products Co.
C. P. Goerz American Optical Co.
H. C. E., Inc.
Harrison & Harrison
Heitz & Lightburn
E. Leitz, Inc.
Miller Outcalt Co.
George Murphy, Inc.
Pioneer Scientific Corp.
Polly Products Co.
Ponder & Best
Techni-Service
Tiffen Mfg. Corp.
Voss Photo Products, Inc.
Wilco Specialties

Shades, Bellow Type
Graflex, Inc.

Shade & Filter Holder Combinations
Associated Photo Products
Bardwell & McAlister, Inc.
Bell & Howell
Bolsey Corp. of America
Burke & James, Inc.
Chess-United Co.
Daylight Sales Corp.
Eastman Kodak Co.
Ednalite Optical Co.
Enteco Industries
Garden & Williams
H. C. E., Inc.
Harrison & Harrison
Heitz & Lightburn
E. Leitz, Inc.
Pioneer Scientific Corp.
Polly Products Co.
Ponder & Best
Techni-Service

Tester
Photo Research Corp.
D. Paul Shull
Spencer Company

Tissue & Cloth
Aldine Paper Co.
American Camera & Photo Supply Co.
Bell & Howell Co.
Eastman Kodak Co.
Olden Camera & Lens Co.
Rosco Laboratories
A. Rosmarin
Sarnol, Inc.
Superfine Lens Cleaner Co.

LIGHTING EQUIPMENT & ACCESSORIES

Diffusion Screens
Acme-Lite Manufacturing Co.
Bardwell & McAlister, Inc.
Capitol Stage Lighting Co.
Eastman Kodak Co.
Garden & Williams
Glo-Brite Products, Inc.
GoldE Manufacturing Co.
Martin Products Co.
Mitchell Camera Corp.
Nichols Photo Service
Optex Corporation
Photo-Mart
Polalite Corp.
Jas. H. Smith & Sons Corp.

Floodlights
Acme-Lite Manufacturing Co.
Bardwell & McAlister, Inc.
Capital Stage Lighting Co.
Compco Corporation
Display Lighting, Inc.
Eagle Photo Supply Co.
Eastman Kodak Co.
General Products Co.
Grover Photo Products
Landes Manufacturing Co.
Leonardo Lamp Manufacturing Co.
Miller-Trojan Co.
Mole-Richardson Co.
Morse Instrument Co.
Otto K. Olesen Co.
Parker Company
Photogenic Machine Co.
J. G. Saltzman, Inc.
Scientific Metal Spinning Co.
D. Paul Shull Co.
Jas. H. Smith & Sons Corp.
W. Sobel Mfg. Co.
Sun Ray Photo Corp.
Testrite Instrument Co.
Voss Photo Products, Inc.

Floodlights for Camera Mounting
Acme-Lite Manufacturing Co.
American Products Co.
Arrow Metal Products
Arrowhead, Inc.
A. L. Bensen & Co.
Camera Optics Mfg. Co.
Circle "S" Products Co.
Compco Corporation
Harwood Mfg. Co.
Leonardo Lamp Manufacturing Co.
Mayfair Mfg. Co.
Photographic Products, Inc.
Powell Products, Inc.
S & D Manufacturing Co.
Sears, Roebuck & Co.
D. Paul Shull Co.
James H. Smith & Sons Corp.
W. Sobel Mfg. Co.
Techni-Service
Testrite Instrument Co.
Trav-A-Lite Co.
Voss Photo Products Co.

Floodlight Filters (colored)
Bardwell & McAlister, Inc.
Eastman Kodak Co.
Rosco Labs.

Flood Reflectors
Acme-Lite Manufacturing Co.
Burke & James, Inc.
Carr Corp.
Compco Corporation
Eagle Photo Supply Co.
Eastman Kodak Co.
Ertler Photo Equipment
Grossman Electric Specialties Co.
Grover Photo Products
Harwood Mfg. Co.
Heitz & Lightburn
Jen Products Co.
Mercury Electric Products Mfg. Co.
Male-Richardson Co.
Sears, Roebuck & Co.
Shepard Engineering Co.
Jas. H. Smith & Sons Corp.
Spiratone
Testrite Instrument Co.
Voss Photo Products Co.

Flood Reflectors & Clamps
Acme-Lite Mfg. Co.
Arrowhead, Inc.
Compco Corporation
Chas. Fischer Spring Co.
Harwood Mfg. Co.
Heiland Research Corp.
Kenart Devices, Inc.
Leonardo Lamp Manufacturing Co.
D. Paul Shull Co.
Jas. H. Smith & Sons Corp.
W. Sobel Mfg. Co.
Strobo Research Corp.
Testrite Instrument Corp.
Whitmore Products

Flood Synchronizers
Oak Photo, Inc.
James P. Saragino
Sun Glo Flood Co.
Synchro-Flood, Inc.

Footswitches
Irving I. Aaron & Associates
Black & Webster, Inc.
Burke & James, Inc.
Camera Specialty Co.
Diamond "R" Agencies
Dimco-Gray Co.
Eastman Kodak Co.
General Control Co.
Industrial Timer Corp.
Kriser Corporation
Mimosa American Corp.
George Murphy, Inc.
Pioneer Patents & Products Co.
Truphoto Products
Wolff Manufacturing Co.

Hand Flashguns
Arel, Inc.
Eastman Kodak Co.
H & H Mfg. Co.
Service Photo Supplies
Jas. H. Smith & Sons Corp.

Hi-Low Switches
Acme-Lite Mfg. Co.
Engineered Products Co.
Industrial Timer
Lightning-Lite Co.
Mardit Manufacturing Co.
Roxmar Engineering Co.
Jas. H. Smith & Sons Corp.

Light Boosters
Grover Photo Products
Heiland Research Corp.
Lightning-Lite Co.

Light Stands
Acme-Lite Manufacturing Co.
Amer. Photographic Instrument Co.
Baco Accessories Co.
Burke & James, Inc.
Capital Stage Lighting Co.
Compco Corp.
Display Lighting, Inc.
Eastman Kodak Co.
Harwood Mfg. Co.
Heitz & Lightburn
Mole-Richardson Co.
Mostow Co. (Da-Brite)
Otto K. Olesen Co.

Parker Co.
Petrick Bros., Inc.
Pho-Tel Products
Photogenic Machine Co.
Read Photo Products
Robar Research, Inc.
J. G. Saltzman
Spiratone
Strobo Research Labs.
Sun Ray Photo Corp.
Jas. H. Smith & Sons Corp.
Testrite Instrument Co.
Voss Photo Products Co.

Portable Studio Units
Acme-Lite Manufacturing Co.
Display Lighting, Inc.
Grover Photo Products
Landes Manufacturing Co.
Mole-Richardson Co.
Morse Instrument Co.
The Parker Co.
Jas. H. Smith & Sons Corp.

Reflectors for Midget Flashbulbs
Burke & James, Inc.
Ertler Photo Equipment
Heiland Research Corp.
Hunter Mfg. Co.
Kalart Company, Inc.
Life Industries Corp.
Providing Camera Shop
Jas. H. Smith & Sons Corp.

Voltage Control Units
Carter Motor Co.
General Radio Co.
Industrial Devices
Industrial Timer Corp.
Natco, Inc.
Raytheon Manufacturing Co.
Sola Electric Co.
Superior Electric Co.
United Transformer Corp.

Miscellaneous Electrical Equipment
Aristo Grid Lamp Products
Calhoun Company
Capital Stage Lighting Co.
Carter Motor Co.
Cordomatic Div. Vacuum Cleaner Corp. of Am.
Dee Bee Labs.
Display Lighting, Inc.
Eastman Kodak Co.
Ertler Photo Equipment
Ewart & Koch
Golden "B" Mfg. Co.
Graflex, Inc.
Grossman Electric Specialty Co.
Grover Photo Products
Industrial Devices
Industrial Electrical Works
Jen Products Co.
Leonardo Lamp Manufacturing Co.
Life Industries Corp.
Lightning-Lite Co.
Mole-Richardson Co.
Otto K. Olesen Co.
Petrick Brothers, Inc.
Photogenic Machine Co.
Powell Products Inc.
Raytheon Manufacturing Co.
Read Photo Manufacturers
J. G. Saltzman
Sears, Roebuck & Co.
Shureflash Laboratory, Inc.
Jas. H. Smith & Sons Corp.
W. Sobel Mfg. Co.
Sprague Electric Co.
Stouffer Graphic Arts Equipment Co.
Superior Electric Co.
W. R. Terrill Co.
United Transformer Co.
Viewlex Incorporated

MAILERS

For Films
Brooklyn Mailing Device Co.
Continental Envelope Corp.
Empire M. P. Screen Co.
Fiberbilt Case Co.
Goldberg Brothers
Interstate Picture Frame Co.
National Shipping Supply Co.
Neumade Products Corp.
Perfection Sample Case Co.

For Prints
American Camera & Photo Supply Co.
American Printing & Envelope Co.
Burke & James, Inc.
Compco Corp.
Continental Envelope Corp.
Eastman Kodak Co.
International Sales Co.
Interstate Picture Frame Co.
Andrew E. Lutz
Miles Kedex Co.
The Pierce Co.
Wilson Jones Co.

MASKING COMPOUNDS

Bourges, Inc.
Dracol Products Lab.
Andrew Jerr Co., Inc.
Webster Bros. Lab.

MASKS, PRINTING

American Photo Laboratories
Arel, Inc.
Burke & James, Inc.
Eastman Kodak Co.
Felix Distributing Co.
LaFrance Productions
Mimosa American Corp.
The Neder Corp.
Schoen Products

Dating
Goetz & Ruschman
La France Productions

Fancy Border
Photo-Mart

MATT-CUTTERS

Germain Photo Specialties
X-Acto Crescent Products Co., Inc.

MATTE BOX, STILLS

Workrite Products Co.

MIRRORS FOR COLOR & REFLEX CAMERAS

Acra Instruments
Advertising Displays, Inc.
Semon Bache & Co.
Burke & James, Inc.
Evaporated Metal Films Co.
Herron Optical Co.
Miller Optical Co.
Optex, Inc.
Optical Films Engineering Co.
Techni-Service

MITTENS, DARKROOM

Neumade Products Corp.
Surety Rubber Co.

MOUNTING SUPPLIES

Boards & Folders
Aabalton's Photofit Co.
American Binder Co., Inc.
American Mount & Card Co.
Braquette, Inc.
John Byrnes Co.
California Card Manufacturing Co.
The Camille Co.
M. W. Carr & Co.
Chilcote Company
Cook's of Camden
The Craftmount Co.
Eagle Photo Supply Co.
Eastman Kodak Co.
Empress Novelty Co.
E-P Kardkraft
Erie Scientific Corp.
Gross Photo Supply Co.
Arthur Hertzberg & Craftsmen
International Sales Co.
Interstate Picture Frame Co.
Emil Koudelka, Inc.
Walter A. McCabe Co.
E. E. Miles Co.
Miles Kedex Co.
Mimosa American Corp.
Mounties, Inc.
George Murphy, Inc.
National Card, Mat & Board Co.
Nu-Way Co.
B. Oshrin & Brother
Pictorial Frames
Joseph Robin Co.
Sanford Ink Co.
Savage-Universal Corp.
Sprague-Hathaway, Inc.
A. Sussman & Co.
Voss Photo Products
York Photo Mount, Inc.

Cloth
Seal, Inc.

Corners
Ace Art Co. (Nu-Ace)
Burke & James, Inc.
Engel Art Corners Manufacturing Co.
General Products Co.
Mounties, Inc.
Ralph O. Pollock
D. Van Liew-Sonn Co. (Nu-Ace)

Frames
Pictorial Frames

Hinges
Eureka Specialty Printing Co.
Mimosa-American Corp.
Premier Manufacturing Co.

Irons
Dayton Rogers Manufacturing Co.
Eastman Kodak Co.
Seal, Inc.

Papers
Holson Binders, Inc.

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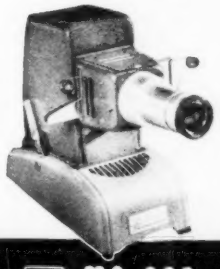

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Eastman Kodak Co.
Seal, Inc.
Sterling-Howard

Tissue
Eastman Kodak Co.
Seal, Inc.
Western Sales Co.

MOVIE ACCESSORIES

Accessory Film Magazines
Bell & Howell Co.
Burke & James, Inc.
Grover Photo Products
Arthur H. Hart
Par Products Corp.

Barn Doors—Snoots—Focus Spots
Bardwell & McAlister, Inc.
GoldE Manufacturing Co.

Batteries for Camera Drive
Bright Star Battery Co.

Battery and Motor Camera Drives
Custom Built Camera Co.
Grover Photo Products
Arthur H. Hart
Par Products Corp.
Producer's Service Co.
Reger Mfg. Corp.

Editing Cases
Cosmolux Co.

Effect Filters
Chess-United Co.
Eastman Kodak Co.
Ednalite Optical Co.
Tru-Lite Research Laboratories
Wollensak Optical Co.

Fade Devices
Bolsey Corporation of America
H. C. E. Co., Inc.
The Kalart Co., Inc.
The Moviecraft Co.

Film Cement and Applicators
Ansco
Bell & Howell Co.
Calhoun Co.
Eastman Kodak Co.
Essannay Electric Mfg. Co.
Fisher Manufacturing Co.
Inventions, Inc.
The Kalart Co., Inc.
Kin-O-Lux, Inc.
Mansfield Industries, Inc.
National Chemical Co.
Rosco Laboratories

Focusing Attachments
Grover Photo Products
Par Products Corp.

Lens Testers
D. Paul Shull

Lens Turrets
Grover Photo Products
Arthur H. Hart
Par Products Corp.

Plastic Reels & Cans
Ameriine, Inc.

Printers
Burke & James, Inc.
Macvan Manufacturing Co.
Schoen Products
Superior Bulk Film Co.

Processing Equipment
Burke & James, Inc.
Neumade Products Corp.
Superior Bulk Film Co.

Reels, Cans, Cases, Etc.
Alden Manufacturing Co.
Amerline Co.
American Molded Products Co.
Apex Case, Inc.
Arkay Laboratories, Inc.
Atlas Stencil Files Co.
Barnett & Jaffe
Bell & Howell Co.
Brumberger Co., Inc.
Burroughs Inc.
Calhoun Co.
Colrod Manufacturing Co.
Compco Corp.
Eastman Kodak Co.
Empire M. P. Screen Co.
Essannay Electric Mfg. Co.
Fiberbilt Case Co.
G. M. Laboratories, Inc.
Goldberg Brothers
Kin-O-Lux, Inc.
Lishing Products
Madison Products
Howard B. Marks Co.
Mostow Co. (Da-Brite)
Nega-File Co.
Neumade Products Corp.
Perfection Sample Case Co.
Photo-Sphere Co., Inc.
Photographic Industries Corp.
Sawyer's, Inc.
Sears, Roebuck & Co.
Sun Ray Photo Co., Inc.

Rewinds
Bell & Howell Co.
Camera Optics Mfg. Co.
Craig Manufacturing Co.
Custom Built Camera Access. Co.
Eastman Kodak Co.
The Kalart Co., Inc.
Kin-O-Lux, Inc.
Neumade Products Corp.
Photographic Industries Corp.
Wenzel Distributors

Splicers
Ampro Corp.
Bell & Howell Co.
Bolsey Corp. of America
Eastman Kodak Co.
Fedco Products
Griswold Machine Works
The Kalart Co., Inc.
Kin-O-Lux, Inc.
Lektra Laboratories
Mansfield Industries, Inc.
Marathon Photo Supply Co.
Micro-Engineering Corp.
Mostow Co. (Da-Brite)
Moviola Manufacturing Co.
Neumade Products Corp.
Paillard Products Corp.
Photographic Industries Corp.
Revere Camera Co.
Schoen Products Co.

Title Letters
California Pattern Letter Supply
Clingtite Products Co.
Hollywood Cine Products
H. W. Knight & Son
Mitten's Movie Titlers
The Moviecraft Co.
Prospect Products Co.
Sears, Roebuck & Co.
Joseph Struhl Co.
Super-Cam Products
Varigraph Co., Inc.

Titles, Ready-Made
Elite Custom Titling Service
Grosso's E-Z Titles
Hollywood Cine Products
Jack-O-Gram Studios
Notogravure, Inc.
Prospect Products Co.
Sears, Roebuck & Co.
Super-Cam Products
Title Slides
U. S. Photographic Equipment Corp.

Titles, Custom-Made
Title-Craft

Viewfinders
Elgeet Optical Co.
Grover Photo Products

MOVIE LABORATORIES

Ansco
Calvin Co.
Geo. W. Colburn Labs.
Eastman Kodak Labs. (Los Angeles)
Kin-O-Lux
Mecca Film Lab.
Tomkins Laboratories

NEGATIVE AND PRINT IDENTIFIERS

Avery Adhesive Label Corp.
Champion Manufacturing Co.
Eagle Photo Supply Co.
Eveready Photo Products
Graflex, Inc.
Grover Photo Products
Roger Wm. Hammill
I-D-Cal Company
Lightning-Lite Co.
Olden Camera & Lens Co.
Ben Parker Co.
Photo-Mart
Stern & Co.
Sutz Products

NEGATIVE BRUSHES

Biber Foto Corp.
Burke & James, Inc.
Delta Brush Co.
Eastman Kodak Co.
Nuclear Products Co.

NEGATIVE FILES

Amberg File & Index Co.
American Printing & Envelope Co.
Burke & James, Inc.
Continental Envelope Co.
Eagle Photo Supply Co.
Eastman Kodak Co.
Hobson Miller Paper Co.
Andrew E. Lutz
Mevi, Incorporated
George Murphy, Inc.
The Nega-file Co.
Nu-Style Photo Album Co.

NEGATIVE PRESERVERS

Cinelac Co.

NEGATIVE SCRATCH-REMOVER

Alden Manufacturing Co.
Inventions, Inc.

NEGATIVES, STOCK

Felix Distributing Co.
Photo-Mart

PAINTS & PROTECTIVE COATINGS, DARK-ROOM

Bridgeport Brass Co.
Brown Coating & Equip. Co.
Eimer & Amend
The Holms Co.
The Lockrey Co.
National Chemical Co.
Slip-On, Inc.
U. S. Stoneware Co.
Wolff & Dolan

PRINTING AIDS

Blotters
American Camera & Supply Co.
Bernard Products
Compco Corp.
Eagle Photo Supply Co.
Eastman Kodak Co.
General Photographic Supply
Martin Products Co.
Sears, Roebuck & Co.

Drying Aprons—Indicator Type
American Photographic Instrument Co.

Embossers
Alves Photo Service
Eastman Kodak Co.
Goetz & Ruschman
Andrew E. Lutz
Mimosa American Corp.

Flattening Solution
Eastman Kodak Co.
Merix Chemical Co.
Mimosa American Corp.
George Murphy, Inc.

Fluorescent Devices
Novelty Scientific Products Co.

Frames
Alden Mfg. Co.
Burke & James, Inc.
Eastman Kodak Co.
Effen Products
Enteco Industries, Inc.
The FR Corp.
Garden & Williams
Mansfield Industries, Inc.
Miller-Trojan
The Neder Corp.
Sears, Roebuck & Co.
Testrite Instrument Co.

Printing Presses
Adams Retouching Machine Co.
Douglas Art Metal Co.

Protective Solution
Alden Manufacturing Co.
Ansco
Bridgeport Brass Co.
Brown Coating & Equipment Co.
Cinelac Co.
Curio Photo
Eastman Kodak Co.
Merix Chemical Co.

Rollers & Squeegees
Alden Manufacturing Co.
American Products Co.
Burke & James, Inc.
Compco Corp.
Duophoto Corp.
Eagle Photo Supply Co.
Eastman Kodak Co.
Elkay Photo Products, Inc.
Enteco Industries
The FR Corporation
Grover Photo Products
Mansfield Industries, Inc.
Morrison-Atlas Products
Photo Materials Co.
Radiant Specialty Corp.
Raygram Corp.

Straighteners
A. O. Braunstein
Eagle Photo Supply Co.
Eastman Kodak Co.
Morse Instrument Co.
George Murphy, Inc.

Tongs
B W Molded Plastics
Baco Accessories Co.
Burke & James, Inc.
Carr Corp.
Compco Corp.
Curio Photo Co.
Eagle Photo Supply Co.
Eclipse Mfg. Co.
Enteco Industries
The FR Corporation
Fox Products Co.
Mansfield Industries, Inc.
Mimosa American Corp.
Schoen Products
Sears, Roebuck & Co.
Testrite Instrument Co.

PROJECTOR STANDS

American Products Co.
Bell & Howell Co.
The Stanley Bormar Co.
Burke & James, Inc.
Camera Specialty Co.
Colrod Mfg. Co.
Fox Products Co.
Kinnard Co.
Maco Manufacturing Co.
Howard B. Marks Co.
Merrill Lee Co.
Neumade Products Corp.
Petrick Brothers, Inc.
S & D Manufacturing Co.
Jas. H. Smith & Sons
Testrite Instrument Co., Inc.
Wil-Sel Products Co.

PROJECTOR ACCESSORIES

Advertising Displays, Inc.
Algonkin Co.
Apex Video Co.
Barnett & Jaffe
Bausch & Lomb Optical Co.
Bell & Howell Co.
Calhoun Co.
Carter Motor Co.
Chess-United Co.
Davidson Manufacturing Co.
DeJur Amsco Corp.
Diamond Case Div.
Eastman Kodak Co.
Ednalite Optical Co.
Elgeet Optical Co.
Empire M. P. Screen Co.
Fibre Case & Novelty Co.
Leatherarts Mfg. Co.
Lightning-Lite Co.
Mills Photo Products
Otto K. Oleson Co.
Otto Engineering Co.
Penberthy Inst. Co.
Pioneer Patents & Prod. Co.
Projection Optics Co., Inc.
The Saunders Co.
Schoen Products Co.
Spiratone
Tec Engineering Co.
Technics Company
Viewlex, Inc.
Wollensak Optical Co.
Zephyr Products, Inc.

RANGEFINDER AIDS—CAMERA TYPE

Burke & James, Inc.
General Photographic Supply Co.
Kalart Co., Inc.
Hugo Meyer & Co., Inc.
Photo-Mart
Sutz Products

RANGEFINDER AIDS—POCKET TYPE

Chess-United Co.
Eastman Kodak Co.
Ednalite Optical Co.
Hugo Meyer & Co., Inc.

REDUCERS

Ansco
Atkinson Laboratories
Brumberger Co., Inc.
Dyocol Products Lab.
Eagle Photo Supply Co.
Eastman Kodak Co.
Lockrey Co.
George Murphy, Inc.
Seekay Supply Co.

REPAIRS—Camera, Shutter, Exposure Meters, Etc.

Ace Scientific Lab. (S. Gate, Calif.)
Adam Archinal Corp. (N. Y. C.)
Ralph Altman (Chicago)
Amico Camera Co. (Utica, N. Y.)
Appleton-Funk (Denver)
August Camera Repair (Hollywood)
B & V Camera Repair Service (Chicago)
Baco Accessories Co. (Hollywood)
Bauman Camera Repair Lab. (Long Beach, Calif.)
Bobs Camera Service (Ogden, Utah)
Lawrence Butler (Chicago)
Camera Clinic (Sioux Falls, S. D.)
Camera Clinic (Kansas City, Mo.)
Camera Repair Service of San Diego
Camera Research & Repair (Los Angeles)
Camera Service Center (Lewiston, Me.)
Camera Services, Inc. (N. Y. C.)
Castle Photo Service (Wichita, Kans.)
Central Camera Repair Co. (Chicago)
Central States Camera Repair (Wichita, Kan.)
Chicago Camera Specialists (Chicago)
H. C. Clark (Cashmere, Wash.)
Colorado Bellows Service (Denver)
Compro-Flash (Rochester, N. Y.)
Consolidated Instrument Laboratory (Denver)

Detroit Camera Works (Detroit, Mich.)
Eastern Film Libraries (Waterbury, Conn.)
Ferguson's Camera Repair Lab. (Pasadena, Cal.)
Photofix Camera Repairs (N. Y. C.)
Photo-Tek (Portland, Oregon)
General Camera Co. (Chicago)
General Camera Repair Shop (San Francisco)
Gould Lens Service (Binghamton, N. Y.)
Gundlach Mfg. Corp. (N. Y.)
Arthur H. Hart (San Francisco)
Oscar Heinemann (N. Y. C.)
High Class Camera Repair Co. (Minneapolis)
Holland Camera Repair Lab. (Denver)
International Camera Corp. (Chicago)
Jackson Laboratories (Webster Groves, Mo.)
Jacksons' Camera Store (Miami, Fla.)
Henzoldt Labs. (Irvington, N. J.)
Kamra Corp. (New York 3, N. Y.)
Harold C. Levie (Baltimore, Md.)
MacCollister and Campbell (San Francisco)
Mack Camera Shop (Union, N. J.)
Mack's Cameracraft (Portland, Ore.)
E. B. Marjoran (Rochester, N. Y.)
James Marshall (Phil., Pa.)
William Meyerowitz (Bronx, N. Y.)
Midtown Optical & Camera Serv. Co. (N. Y. C.)
Mills Photo. Eng. Lab. (Hollywood)
Molers Camera Clinic (Wichita, Kans.)
Morgan Camera Shop (Hollywood)
C. W. Moyse (N. Y. C.)
Nickerson (Lynn, Mass.)
Northwest Camera Repair Co. (Minneapolis)
Optical Coating Lab., Inc. (Wash., D. C.)
Pacific Photo Products (Los Angeles)
Photoking Supply (Chicago)
Pierce Camera Rebuilding Lab. (Quebec, Canada)
Pipkin-Castle Photo Service (Oklahoma City)
Presto Camera Repair (Dallas)
Arthur H. Reynolds (Swampscott, Mass.)
Oskar Richter (Rochester, N. Y.)
R. J. Camera Laboratories (Los Angeles)
Roberts Photo Workshop (Nitcong, N. J.)
James Saragino (N. Y. C.)
Sharman Camera Works (San Francisco)
Jay S. Simms (Monterey, Calif.)
Techni-Service Co. (N. Y. C.)
Trautwein & Magnus Camera Repair Shop (N. Y. C.)
Turner Associates (Rochester, N. Y.)
Unfried Photo Supply (Buffalo, N. Y.)
United Camera Co. (Chicago)
S. Walters (Los Angeles)
Waring-Cleveland Instrument Co., Inc.
W. I. Willin & Co. (Alhambra, Calif.)
Willman Camera Service (Phoenix)
Willoughby's (N. Y. C.)

RETOUCHING ACCESSORIES

Abrasion-Tone Kits
Alden Manufacturing Co.
DiCarlo Crystal Etcher Co.

Brushes & Pencils
Delta Brush Co.
Eagle Pencil Co.
Eastman Kodak Co.
Germain Photo Specialties Co.
M. Grumbacher, Inc.
V & E Mfg. Co.

Erasers
V & E Manufacturing Co.

Opaques & Solutions
Alden Mfg. Co.
Ansco
Artist's Supply Co.
A. O. Braunstein
Burke & James, Inc.
Churchill Laboratories
Craftint Manufacturing Co.
Curio Photo
Dyacol Products Lab.
Eagle Photo Supply Co.
Eastman Kodak Co.
Raymond Georg
Germain Photo Specialties
Gray-al Dye Co.
M. Grumbacher, Inc.
Johnston's Snow-White Products Co.
Maurer Photo Co.
Retouch Methods Co.
V & E Mfg. Co.
F. Weber Co.
Webster Brothers Lab.

Kits & Sets
Alco Photo Supply
Alden Manufacturing Co.
A. O. Braunstein
Dayton Rogers Manufacturing Co.
Eagle Pencil Co.
Germain Photo Specialties
M. Grumbacher, Inc.
Spiratone
V & E Mfg. Co.

Knives
Alco Photo Supply
Burke & James, Inc.
Eastman Kodak Co.
Raymond Georg
Germain Photo Specialties Co.
M. Grumbacher, Inc.
Naz-Dar Co.
V & E Mfg. Co.
F. Weber Co.
H. K. Williams Co.
X-acto Crescent Products Co., Inc.

Print-Etching Solution
Dyacol Products Lab.
Jamieson Products Co.

Retouching Stands & Desks
Alden Manufacturing Co.
Burke & James, Inc.
Churchill Laboratories
Germain Photo Specialties
Grey-al Dye Co.
Henry Hjort
Minute Man Photo Products
George Murphy, Inc.
Nega-File Co.

Sharpening Materials
Raymond Georg

Spotting Colors
American Camera & Photo Supply
Craftint Manufacturing Co.
Dyacol Products Lab.
Eastman Kodak Co.
Grey-al Dye Co.
M. Grumbacher, Inc.
Retouch Methods Co.
Jas. H. Smith & Sons Corp.
Johnston's Snow White Products Co.
Webster Brothers Lab.
H. K. Williams Co.

SAFELIGHTS & FILTERS

American Camera & Supply Co.
Ansco
Artisan Guild
B W Molded Plastics
Brumberger Co.
Burke & James, Inc.
Compco Corporation
E. I. du Pont de Nemours & Co., Inc.
Eastman Kodak Co.
Eclipse Mfg. Co.
Elkay Photo Products, Inc.
Golden "B" Manufacturing Co.
Minute Man Photo Products
Sylvania Electric Co.
Windman Brothers

SCALES, DARKROOM

Eastman Kodak Co.
Ohaus Scale Corp.
Pelouze Manufacturing Co.

SCREEN POINTERS

Algonkin Co.
Penberthy Instrument Co.
Precision Electronic Products Co.

SELF-TIMERS

A. G. Photo Distributors
Alco Photo Supply
Baco Accessories Co.
Burke & James, Inc.
Burleigh Brooks Co.
Camera Specialties Co.
R. W. Cramer Co., Inc.
Eastman Kodak Co.
Mimosa American Corp.
M. H. Rhodes, Inc.
Service Photo Supplies, Inc.
Spiratone

SENSITIZING KITS

Brush-A-Photo Co.
D.U.C. Laboratories
Lemal Products
National Chemical Co.
Sun Foto Mfg. Co.

SHOULDER-BRACE (To Steady Camera)

Otto Engineering Co.

SHUTTERS

Arrowhead, Inc.
Bausch & Lomb Optical Co.
Eastman Kodak Co.
Elgeet Optical Co.
Graflex, Inc.
Gundlach Mfg. Co.
Kamra Corp.
Ilex Optical Co.
Michigan Photo Shutter Co.
Roxmor Engineering Co.
Hans Unfried Photo Supplies
Wollensak Optical Co.

SHUTTER RELEASE

Body-Type
Burke & James, Inc.
Eagle Photo Supply Co.
Eastman Kodak
Effen Products
Ilex Optical Co.
Kalart Co., Inc.
Laker Hair Spring Service
George Murphy, Inc.

Cables
Alco Photo Supply
Burke & James, Inc.
Burleigh Brooks Co.
Eastman Kodak Co.
Effen Products
Heitz & Lightburn
Ilex Optical Co.
Kamra Corp.
E. Leitz, Inc.
Michigan Photo Shutter Co.
Mimosa American Corp.
George Murphy, Inc.
Unfried Photo Suppliers

Cable Extensions
De Groff Laboratories

Pumps
Ilex Optical Co.

SHUTTER TESTERS

Hollywood Precision Labs.

SILVER RECLAIMING

Edmund Salvage Co.
Gopher Laboratory
National Chemical Co.
States Smelting & Refining Co.
Urell, Inc.

SLIDE ACCESSORIES

Binders
Arel Incorporated
Brumberger Co., Inc.
Burke & James, Inc.
Clay Adams Co.
Compco Corporation
Davidson Manufacturing Co.
Eastman Kodak Co.
Erie Scientific Corp.
GoldE Manufacturing Co.
Kimac Company
E. Leitz, Inc.
Mach's Industries, Inc.
Mino-Mount Co.
W. K. Smithson Co.
Society for Visual Education, Inc.
U. D. A. Co.
Universal Camera Corp.

Files
Amberg File & Index Co., Inc.
Barnett & Jaffe
Brumberger Co., Inc.
Burke & James, Inc.
Clay Adams Co.
Craftsman's Guild
Davidson Manufacturing Co.
Eastman Kodak Co.
G-M Laboratories, Inc.
Gem Photo Supply Co.
Godshall Paper & Box Co.
Kimac Company
E. Leitz, Inc.
Mills Photo Products
Mostow Co. (Da-Brite)
George Murphy, Inc.
The Nega-file Co.
Neumade Products
Nu-Style Photo Album
Pioneer Patents & Products
Racab, Inc.
Society for Visual Education, Inc.
Westerlind Products
Zephyr Products, Inc.

File & Viewing Combination
Brumberger Co.
Craftsmen's Guild
Grosscraft Products, Inc.
Mostow Co. (Da-Brite)
Sears, Roebuck & Co.

Frames, Mounts & Accessories
Brumberger Co.
Burke & James, Inc.
Chromat-o-Scope Co.
Craftsmen's Guild
Eastman Kodak Co.
Emde Products
Erie Scientific Corp.
GEMounts
GoldE Manufacturing Co.
The Houston Corp.
Keys Stereo Products
Kimac Co.
E. Leitz, Inc.
Andrew E. Lutz Co.
Society for Visual Ed.
Tri-Vision Sales Co.
Tru-Vue, Inc.

Mailing Cases
Barnett & Jaffe

Slide Sealers
Radiant Specialty Corp.

Viewers
Arcadia Manufacturing Co.
Bausch & Lomb Optical Co.
Bernard Products
Brownie Mfg. Co.
Brumberger Co., Inc.
Burke & James, Inc.
Chromat-o-Scope Co.
Clay-Adams Co.
Craftsmen's Guild
Deep-Vue Corp.
Eastman Kodak Co.
The FR Corporation
Gem Photo Supply Co.
J. & M. Products Co.
Kimac Company
La Belle Industries, Inc.
E. Leitz, Inc.
Mast Development Co., Inc.
Mico Photo Products Co.
Pictar
Pioneer Patents & Products Co.
Pockette Reflex Viewers, Inc.
Pollock Products
Sawyer's

SOLUTION HEATING UNITS

Brown Coating & Equip. Co.
National Chemical Co.
Schaeffer Co., Inc.
Still-Man Co.
Thermo-Mat Co.
Waage Electric Co.

SOUND RECORDERS

Ampro Corp.
Caltron Co.
Capitol Projector Co.
Cine-Pro Corp.
Crestwood Recorder Corp.
George Culbertson
Miles Reproducer Co., Inc.
Movie-Mite Corp.
Movievox Co.
Natco, Inc.
Pentron Corp.
Recogram Recorders Co.
Revere Camera Co.
Senior-Sound, Inc.
C. R. Skinner Manufacturing Co.
Victor Animatograph Corp.
Webster-Chicago Corp.

SOUND RECORDERS SYNCHRONIZED

Miles Reproducers Co.
Movievox Co.
Wilson & Garlock

SOUND TURNTABLES

Caltron Co.
George Culbertson
Natco, Inc.

SPONGES

The Barco Chemical Products Co.
Burke & James, Inc.
Carr Corp.
Industrial Tape Corp.
George Murphy, Inc.

STEREO DEVICES

A. G. Photo Distributors
Advertising Displays, Inc.
Burke & James, Inc.
James V. Keys
Radex Stereo Co.
Sawyer's, Inc.
Spindler & Sauppe
Tru-Vue, Inc.
David White Co.

TEMPERATURE CONTROLS

Minneapolis-Honeywell Regulator Co.
Powers Regulator Co.

TEXTURE SCREENS

E. I. du Pont de Nemours & Co., Inc.

THERMOMETERS, DEV.

Brown Coating & Equip. Co.
Eastman Kodak Co.
Eimer & Amend
Elkay Photo Products, Inc.
The FR Corporation
General Photographic Supply
George Murphy, Inc.
Ohio Thermometer Co.
Sears, Roebuck & Co.
Testrite Instrument Co.
Watrous & Co.
Weston Electrical Instrument Corp.

THERMOSTATIC CONTROLS

Oscar Fisher Co., Inc.
Powers Regulator Co.
Stouffer Graphic Arts Equip.

TIMERS, CHRONOGRAPH

Jardur Import Co.

TIMERS, DARKROOM

Aaron & Associates
Baco Acceessories Co.

Burke & James, Inc.
R. W. Cramer Co., Inc.
Diebold, Inc.
Dimco-Gray Co.
Dixie Controls Co.
Eastman Kodak Co.
The FR Corporation
General Photographic Supply
Manksraft Co.
Lektra Laboratories, Inc.
Lux Clock Manufacturing Co.
Photovolt Corp.
M. H. Rhodes, Inc.
Sears, Roebuck & Co.
Service Photo Suppliers
Terado Company
Walser Automatic Timer Corp.
Wil-Mar Co.

TONERS

Alves Photo Service
Ansco
Braun Laboratories
Eagle Photo Supply Co.
Eastman Kodak Co.
Edwal Laboratories
The FR Corporation
Gross Photo Supply Co.
Jamieson Products Co.
Alvin Lohnes Co.
Merix Chemical Co.
George Murphy, Inc.
National Chemical Co.
The Parker Company
Retouch Methods Co.
Sulphur Products, Inc.
Webster Brothers Lab.

TRAYS

American Hard Rubber Co.
Artisan Guild
Brown Coating & Equip. Co.
B-W Molded Plastics
Calumet Mfg. Co.
Chicago Camera Co.
Columbian Enameling & Stamping Co., Inc.
Dayton Rogers Manufacturing Co.
Duophoto Corp.
Eagle Photo Supply Co.
Eastman Kodak Co.
Eclipse Manufacturing Co.
Oscar Fisher Co.
The FR Corporation
Testrite Instrument Corp.
United Photo Tray Co.
Ureil, Inc.
Windman Brothers
Wolff Manufacturing Co.

TRIMMERS

Alfa Machine Co.
American Photo Laboratories
Milton Bradley Co.
Calgary Brothers
Chandler Machine Co.
Duophoto Corp.
Eastman Kodak Co.
Edi Trimming Machines
General Photographic Supply Co.
Ideal School Supply Co.
Laukhuff Mfg. Co.
Mostow Co. (Da-Brite)
Photo Materials
Sears, Roebuck & Co.
Stouffer Graphic Arts Equipment Co.

TRIMMERS—DECKLE

Chandler Machine Co.

TRIPODS

A. G. Photo Distributors
Alco Photo Supply Corp.
American Camera & Photo. Supply Co.
American Photographic Inst. Co.
American Products Co.
Ansco
Arrow Metal Products
Artcrafters Industries
Ash Products
Baco Accessories Co.
Bell & Howell Co.
Bernard Products
F. Biel Corp.
Burke & James, Inc.
Camera Equipment Co.
The Camera Mart
Camera Specialty Co.
Cleveland Instrument Service Co.
Craig Manufacturing Co.
Davidson Manufacturing Co.
Director Products Corp.
Eastman Kodak Co.
Ertler Photo Equipment
Fox Products
Garden & Williams
General Photographic Supply Co.
Gundlach Mfg. Corp.
Kinnard Company
Kling Photo Supply
Lightning-Lite Co.
Howard B. Marks Co.
Mitchell Camera Co.
Otto Engineering Co.
Pagliuso Engineering Co.
Parker Company
Precision Camera Equipment Co.
Printex Products
Quick-Set, Inc.
Radiant Manufacturing Corp.
Read Photo Products
Ries Camera Co., Inc.
Sears, Roebuck & Co.
Service Photo Suppliers
Spiratone
Sun Ray Photo Corp.
Superior Specialty Co.
Testrite Instrument Co., Inc.
Tri-Una Sales Co.
Tru-Lite Research Laboratories
W-K Manufacturing Co.
Wil-Sel Products Co.
Younger Cine Products

TRIPODS, ROLLING

Alfa Machine Co.
Camera Equipment Co.
L. F. Deardorff & Sons Co.
Lightning-Lite Co.
Parker Company
Read Photo Products

TRIPOD ACCESSORIES

A. G. Photo Co.
A & L Mfg. Co.
Arrowhead, Inc.
B-T Co.
Baco Accessories Co.
Brownie Specialty Shop
Burke & James, Inc.
Burleigh Brooks Co.
Effen Products
Heitz & Lightburn
Howard B. Marks
Photo Equipment Manufacturing Co.
Precision Camera Equipment
Quick-Set, Inc.
Scientific Enterprises
Si-Pod Co.
Superb Photo Accessories Co.
Tru-Lite Research Laboratories
Wil-Sel Products Co.

Extensions
Arrowhead, Inc.
Eastman Kodak Co.
Photographic Products, Inc.

Heads
American Products Co.
Arrow Metal Products Co.
B-T Co., Inc.
Baco Accessories Co.
Brownie Specialty Shop
Burke & James, Inc.
Camera Equipment Co.
The Camera Mart
Camera Optics Mfg. Co.
Camera Specialty Co.
DeGroff Laboratories
Eastman Kodak Co.
Effen Products
Garden & Williams
General Photographic Supply Co.
Hydra Pan Head Co.
Heitz & Lightburn
Kling Photo Supply
E. Leitz, Inc.
Mitchell Camera Co.
George Murphy, Inc.
Otto Engineering Co.
Pagliuso Eng. Co.
Panogear Industries
Precision Camera Equipment Co.
Quick-Set, Inc.
Radiant Specialty Corp.
Read Photo Products
Ries Camera Co.
Sears, Roebuck & Co.
Service Photo Suppliers
Spiratone
Testrite Inst. Co., Inc.
Tru-Lite Research Laboratories
Wil-Sel Products Co.

Tabletops
Ash Products Co.
DeGroff Lab., Inc.
General Photographic Supply Co.
George Murphy, Inc.
Precision Camera Equipment Co.
Testrite Inst. Co., Inc.
Wm. R. Whittaker Co., Ltd.
Wil-Sel Products Co.

Tips—Non-Slip
American Products Co.
Eastman Kodak Co.
Effen Products

VENTILATORS

Artisan Guild
Elkay Photo Products, Inc.
The Holms Co.
ILG Electric Ventilating Co.
Midg-O Co.
George Murphy, Inc.
Raytheon Manufacturing Co.
Small Motors, Inc.
Universal Yonkers Corp.

VIEWERS

Large Transparency
Artisan Guild
Baco Accessories Co.
Brumberger Co.
Chromat-O-Scope Co.
Clay-Adams Co., Inc.
Craftsmen's Guild
Moviette, Inc.
S. E. Overton Co.
Ponder & Best, Inc.
Sawyer's, Inc.

Stereoscopic
A to Z Signs
Advertising Displays, Inc.
Brumberger Co.
Craftsmen's Guild
Deep-Vue Corp.
Eastman Kodak Co.
James V. Keys
Polaroid Corp.
Radex Stereo Co.
Sawyer's, Inc.
Treasurscope Co.
Tru-Vue
David White Co.

VIEWFINDERS

Alfa Photo Corp.
Arrowhead, Inc.
Bell & Howell
Burke & James, Inc.
Busch Precision Camera Co.
Curtis Laboratories, Inc.
Elgeet Optical Co.
Grover Photo Products
Arthur H. Hurt
Kling Photo Supply
E. Leitz, Inc.
George Murphy, Inc.
Photographic Arts Mfg. Corp.
Printex Products
Stern & Co.
Wollensak Optical Co.

WASHING DEVICES

Arkay Corp.
Artisan Guild
Brown Coating & Equip. Co.
Burke & James, Inc.
Eagle Photo Products Co.
Eastman Kodak Co.
A. J. Ganz Co.
Haber & Fink Assoc.
Hydrojet Corp.
Joyslen Mfg. Co.
Kingdon Photo Accessories
Lenz Washer Co.
George Murphy, Inc.
Richard Manufacturing Co.
Robar Photo Equipment Co.
Superior Specialty Co.
United Photo Tray Co.

WATER FILTERS

Alsop Engineering Corp.
Barnstead Still & Sterilizer Co.
Bowen Mfg. Co.
Commercial Filters Corp.
Crystal Research Labs., Inc.
Elkay Photo Products, Inc.
Filter-Kleen Manufacturing Co.
Oscar Fisher Co., Inc.
Jayemm Co.
La Motte Chemical Products Co.
Mansfield Aqua-Mite Filter Co.
Penfield Mfg. Co., Inc.
Sparkler Manufacturing Co.
A. E. Tomkins & Co.

WETTING AGENTS

Ace Photo Laboratories
Alden Manufacturing Co.
Atkinson Laboratories
Curio Photo Co.
Director Products Corp.
Eagle Photo Products, Inc.
Eastman Kodak Co.
Edwal Laboratories
Lockrey Co.
Merix Chemical Co.
Mimosa-American Corp.
George Murphy, Inc.
National Chemical Co.
Carbide & Carbon Chemicals, a Division of Union Carbide & Carbon Corp.
Ureil, Inc.

SOME NOTES ABOUT FILMS

There is no one single film that will give you the best possible results in every picture-taking situation. Modern emulsions of the general-purpose type have almost unbelievable latitude, but there are times when it is advantageous to know and use a film designed for a specific photographic task.

The film listings on pages 138 and 142 describe the emulsions available today and give their recommended uses. The important characteristics to look for in any film are speed, grain size, exposure latitude, color sensitivity, and contrast. Often, when one quality is especially important in a given case, it is necessary to give up another quality to get it. This is particularly true when speed and grain size are considered—the fastest films give rather large grain when developed as recommended.

Films differ considerably in color sensitivity, but fall into two major classes—orthochromatic and panchromatic. The ortho films are fairly well color balanced, except for a lack of red sensitivity, and are the most popular of all for general-purpose use with simple cameras. Panchromatic films are sensitive to red, are better balanced, and are faster than most orthochromatic films available on the market today.

Within the panchromatic group are films of Type B, which have color sensitivity roughly parallel to the human eye, and Type C, which are similar except for a slight oversensitivity to red. These latter are the fastest films that are available today, and are especially recommended for use in taking pictures indoors under artificial light, which contains much red.

The best advice that can be given to any beginner is to start with one general-purpose film and stick with it, learning to use it before experimenting with anything else.—

MANUFACTURERS and DISTRIBUTORS

A

A-G Photo Co., 44 Bromfield St., Boston 8, Mass.
A & L Mfg. Co., 1569 S. Crescent Hgts. Blvd., Los Angeles 35, Cal.
"A—to—Z" Movie Accessories, 175 5th Ave., New York 10, N. Y.
A F P Distributors, 1600 Broadway, New York, N. Y.
A. P. Products, Norwood Ave., Deal, N. J.
A to Z Signs, 1114½ W. 4th St., Santa Ana, Calif.
Asbaltons Photofit Co., 131 W. 42nd St., New York 18, N. Y.
Irving I. Aaron & Associates, Inc., 829 N. Marshall St., Milwaukee 2, Wis.
Abbeon Supply Co., 58-10 41st Dr., Woodside, New York, N. Y.
Ace Art Co., 24 Gould St., Reading, Mass.
Ace Photo Laboratories, 316 W. Washington St., Chicago 6, Ill.
Ace Scientific Labs., 19459 Montara, So. Gate, Calif.
Acme Ferrotype Co., 89 Bickford St., Jamaica Plain 30, Mass.
Acme-Lite Manufacturing Co., 401 North Wood St., Chicago 22, Ill.
Acousticraft Corp., 2144 S. Kedzie Ave., Chicago 23, Ill.
Acra Instruments, Div. of Pacific Universal Products Corp., 168 Vista Ave., Pasadena 8, Calif.
Adams Retouching Machine Co., 737 Lincoln St., Denver 3, Colo.
Advertising Displays, Inc., 419 Pike St., Covington, Ky.
Airequipt Manufacturing Co., Inc., New Rochelle, N. Y.
Air-Control Engineering Co., 447 S. Fair Oaks, Pasadena 2, Calif.
Aladdin Industries, 4 E. 32nd St., New York, N. Y.
Albert Specialty Co., 231 S. Green St., Chicago, Ill.
Alburger Research Products Co., 7354 Santa Monica Blvd., Hollywood 46, Calif.
Alco Photo Supply Corp., 902-910 Broadway, New York 10, N. Y.
Alden Manufacturing Laboratories, 4780 W. Ramsey St., Banning, Calif.
Aldine Paper Co., 535 5th Avenue, New York 17, N. Y.
Alfa Machine Co., 2425 W. Purdue St., Milwaukee, Wis.
Alfa Photo Corp., 303 W. 42nd St., New York 18, N. Y.
Algonkin Co., 7 W. Church St., Mansfield, Mass.
Alkon Photo Products, Inc., 698 E. 142nd St., Bronx 54, N. Y.
Allied Continental Corp., 36 W. Van Buren St., Chicago 5, Ill.
Alsop Engineering Corp., 48 Leavenworth St., Milldale, Conn.
Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.
Alves Photo Service, 14 Storrs Ave., Braintree, Mass.
Amberg File & Index Co., Kankakee, Ill.
American Binder Co., Inc., 230 Taaffe Pl., Brooklyn 5, N. Y.
American Camera & Photo Supply Co., 66 E. Randolph St., Chicago 1, Ill.
American Cinefoto Corp., 1560 Broadway, New York 19, N. Y.
American Cyanamid Co., Ion Exchange Products Dept., 30 Rockefeller Plaza, New York 20, N. Y.
American Equipment Co., Foreign Trade Div., 3 Armstrong Ave., Jersey City, N. J.
American Hard Rubber Co., 11 Mercer St., New York 13, N. Y.
American Molded Products Co., 1644 N. Honore St., Chicago 22, Ill.
American Mount & Card Co., 195 Chrystie St., New York 2, N. Y.
American Optical Co., Scientific Instr. Div., Box A, Buffalo 15, N. Y.
American Photo Laboratories, 28 N. Loomis St., Chicago 7, Ill.
American Photographic Instrument Co., 241 W. 27th St., New York 1, N. Y.
American Printing & Envelope Co., 130 W. 17th St., New York 11, N. Y.
American Products Co., 3308 Edson Ave., New York 66, N. Y.
American Speedlight Corp., 480 Lexington Ave., New York 17, N. Y.
Amerline, Inc., 1753 N. Honore St., Chicago 22, Ill.
Amglo Corporation, 4234 N. Lincoln Ave., Chicago, Ill.
Amico Camera Co., 131 Genesee St., Utica, N. Y.
Ampro Corporation, 2835 N. Western Ave., Chicago 18, Ill.
Anken Company, Newton, N. J.
Ansco, A Div. of Gen. Aniline & Film, 175 Clinton St., Binghamton, N. Y.
Apex Case, Inc., 253 Court St., Brooklyn 2, N. Y.
Apex Video Co., Balboa, Calif.
Apollo Metal Works, 6650 S. Oak Park Ave., Chicago 38, Ill.
Apparatus Development Co., Drawer 86, Wethersfield 9, Conn.
Appleton-Funk, 1513 Tremont Pl., Denver 2, Colo.
Arabol Manufacturing Co., 110 E. 42nd St., New York, N. Y.
Arcadia Manufacturing Co., Inc., 2646 W. North Ave., Chicago 47, Ill.
Adam Archinal Corp., 10 W. 33rd St., New York 1, N. Y.
Arel, Inc., 4916 Shaw Blvd., St. Louis 10, Mo.
Argus, Inc., Fourth & Williams St., Ann Arbor, Mich.
Aristo Grid Lamp Products, Inc., 106-23 Metropolitan Ave., Forest Hills, N. Y.
Arkay Corp., 1570 S. 1st Ave., Milwaukee, Wis.
Arrow Metal Products, 108 N. Jefferson St., Chicago 6, Ill.
Arrowhead, Inc., 360 S. Navajo St., Denver 9, Colo.
Artcrafters Industries, 158 S. Collingsworth Road, El Paso, Tex.
Artisan Guild, 1903 University Center, Cleveland 6, Ohio
Artists Supply Co., 7610 Decker Ave., Cleveland 3, Ohio
Ash Products Co., 923 E. 3rd St., Los Angeles, Calif.
Associated Agency Corp., 53 N. Sierra, Reno, Nev.
Associated Photo Products, 136 W. 32nd St., New York, N. Y.
Atkinson Laboratory, 7273 Santa Monica Blvd., Hollywood 46, Calif.
Atlas Stencil Files Co., 1662 E. 118th St., Cleveland 6, Ohio
August Camera Repair, 611 N. Harper Ave., Hollywood 48, Calif.
Aurora Case Co., Box 248, Aurora, Ill.
Aurora Industries, Inc., 2251 S. Michigan Ave., Chicago 16, Ill.
Avery Adhesive Label Corp., 1616 S. California Ave., Monrovia 1, Calif.

B

The B.M.D. Mfg. Co., P.O. Box 486, Lakeview, Ohio
B-T Co., 277 E. Erie St., Milwaukee 2, Wis.
B-W Molded Plastics, 1346 E. Walnut St., Pasadena, Calif.
B. & V. Camera Repair Service, 21 E. Van Buren St., Chicago 4, Ill.
Semon Bache & Co., Greenwich & Morton Sts., New York, N. Y.
Bachmeier & Co., 438 W. 37th St., New York, N. Y.
Baco Accessories Co., 5338 Hollywood Blvd., Hollywood 27, Calif.
Baia Motion Picture Engineering, 120 Victor, Detroit, Mich.
Baier Products Co., 6432 Cass Ave., Detroit 2, Mich.
The Barco Chemical Products Co., 701 S. La Salle St., Chicago 5, Ill.
Bardwell & McAlister, 2950 Ontario St., Burbank, Calif.
Barnett & Jaffe, 637 Arch St., Philadelphia 6, Pa.
Barnstead Still & Sterilizer Co., 2 Lanesville Terrace, Forest Hills, Boston 31, Mass.
Bauman Camera Repair Laboratory, 109½ E. Ocean Blvd., Long Beach, Calif.
Bausch & Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bawden Brothers, Inc., 121 E. 3rd St., Davenport, Iowa
Bee-Tee Optical Corp., 49-55 W. 27th St., New York 1, N. Y.
Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill.
Bellows Supply Co., 1046 S. Olive St., Los Angeles 15, Calif.
The Bennett Co., 837 Howard St., San Francisco 3, Calif.
A. L. Bensen & Co., 100 Innis St., Port Richmond, Staten Island 2, N. Y.
Berndt-Bach, Inc., 7393 Beverley Blvd., Los Angeles 36, Calif.
Lou Bertz Specialties, 1104 N. Wilcox Ave., Hollywood 38, Calif.
Biber Foto Corp., 153 W. 23rd St., New York 11, N. Y.
F. Biel Corp., 129 Pearl St., New York 5, N. Y.
Birch-Field Laboratories, 1620 Shepard, Hamden, Conn.
M. Black Mfg. Co., 300 N. 3rd St., Philadelphia, Pa.
Black & Webster, Inc., 30 Pleasant St., Needham, Mass.
Blossom Manufacturing Co., 915 N. Broadway, New York 10, N. Y.
Bobs Camera Service, 2884 Childs Ave., Ogden 18, Utah
F. A. Bohling, 246 W. 44th St., New York, N. Y.
Bolsey Corporation of America, 118 E. 25th St., New York, N. Y.
Bourges, Inc., 106 5th Ave., New York 11, N. Y.
Bowen Mfg. Co., Villa Park, Ill.
Saul Bower, Inc., 114 Liberty St., New York 6, N. Y.
Stanley Bowmar Co., 513 W. 166th St., New York 32, N. Y.
Bradfield & Bidwell, 308 N. Main St., Ann Arbor, Mich.
Milton Bradley Co., 74 Park St., Springfield, Mass.
Brand Camera Co., 907 S. Victoria Blvd., Burbank, Calif.
Braquette, Inc., Box C, Lee, Mass.
O. S. Braunstein, 206 S. Hutchinson St., Philadelphia 7, Pa.
Braun Laboratories, 206 S. Hutchinson St., Philadelphia 7, Pa.
Bray Optical Co., 3445 W. 1st St., Los Angeles 4, Cal.
Bridgeport Brass Co., 30 Grand St., Bridgeport, Conn.
Bright Star Battery Co., 200 Crooks Ave., Clifton, N. J.
Britelite Dist., Inc., 718 Atlantic Ave., Brooklyn 17, N. Y.
Brooklyn Mailing Device Co., 228 Grand St., Brooklyn 11, N. Y.
Brooks Manufacturing Co., 1514 Groesbeck Rd., Cincinnati 24, Ohio
Burleigh Brooks Co., 10 W. 46th St., New York 19, N. Y.
Brown Coating & Equipment Co., 200 Pennsylvania Ave., Wellston, Ohio
Brownie Manufacturing Co., 55 Frankfort St., New York 7, N. Y.
Brownie Specialty Shop, 600 Poplar St., Fenton, Mich.
Brumberger Co., Inc., 34 34th St., Brooklyn 32, N. Y.
Brunner Booth Photo Co., 2300 Payne Ave., Cleveland, Ohio
Brush-A-Photo Co., Metropolitan Life Bldg., Minneapolis, Minn.
Buhl Optical Co., 1009 Beech Ave., Pittsburgh, Pa.
Burgess Battery Co., Battery Division, Foot of Exchange St., Freeport, Ill.
Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.
Burkhardt Co., 545 W. Larned St., Detroit 26, Mich.
Burleigh Brooks Co., 10 W. 46th St., New York, N. Y.
Burroughs Inc., Box 252, Greene, Iowa
Busch Camera Corp., 500 S. Clinton St., Chicago 4, Ill.
Lawrence Butler, 127 N. Dearborn St., Chicago, Ill.
G. A. Buttafarri, 207 Fourth Ave., New York 3, N. Y.
John Byrnes Co., 33 Lyman St., Springfield, Mass.

C

CBS Laboratories, 561 Crescent Ave., Buffalo 14, N. Y.
Cadwell Corp., 400 N. Camden Dr., Beverly Hills, Calif.
Cal-Cam, 1564 N. Grand Oaks Ave., Pasadena 7, Calif.
Calgary Brothers, 2508 Broadway, New York 25, N. Y.
Calhoun Co., 235 Ponce de Leon Ave., N.E., Atlanta 3, Ga.
California Card Manufacturing Co., 500 Potrero Ave., San Francisco 10, Calif.
California Pat. Letter Supply, 4823½ Oakwood Ave., Hollywood 4, Calif.
California Technical Products Co., 448 S. Hill, Los Angeles 13, Calif.
Caltron Co., 1406 S. Hobart Blvd., Los Angeles 6, Calif.
Calumet Mfg. Co., 2326 S. Michigan Ave., Chicago 16, Ill.
Calvin Co., 1105 E. 15th St., Kansas City 6, Mo.
Camera Clinic, 8028 Woodland, Kansas City 5, Mo.
Camera Clinic, 308 S. Phillips, Sioux Falls, S. D.
Camera Corporation of America, 844 W. Adams St., Chicago, Ill.
Camera Craft Inc., 210 North Ave., New Rochelle, N. Y.
Camera Equipment Co., 1600 Broadway, New York 19, N. Y.
Cameraflex Corp., 1947 Broadway, New York 23, N. Y.
The Camera Mart, Inc., 70 W. 45th St., New York 19, N. Y.
Camera Optics Mfg. Corp., 101 W. 47th St., New York, N. Y.
Camera Repair Serv. of San Diego, 339 Spreckles Bldg., San Diego 1, Calif.
Camera Research & Repair, 949 E. 103rd St., Los Angeles 2, Calif.
Camera Service Center, 204 Lisbon St., Lewiston, Me.
Camera Services, Inc., 51 Barclay St., New York 7, N. Y.
Camera Specialty Co., 50 W. 29th St., New York 1, N. Y.
The Camille Co., Inc., 19 Rockell Pl., Brooklyn 1, N. Y.
Ray Campbell & Co., 1822 Hyperion Ave., Los Angeles 21, Calif.
Campus Camera Shop, 1083 Broxton Ave., West Los Angeles 24, Calif.
Canal Street Photo Shop, 115 Canal St., Boston, Mass.
Canvas Products Corp., 360-370 N. Marquette St., Fond du Lac, Wis.
Capitol Projector Corp., 814 10th Ave., New York 19, N. Y.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Carbide and Carbon Chemicals, a Division of Union Carbide & Carbon Corp., 30 E. 42nd St., New York 17, N. Y.
Carolite Scientific, Inc., 118 Liberty St., New York 6, N. Y.
Carr Corp., 9046 Lindblade St., Culver City, Calif.
M. W. Carr & Co., Inc., 63 Gorham St., West Somerville 44, Mass.
Carter Motor Co., 2644 N. Maplewood Ave., Chicago, Ill.
Carter's Paper Cement, 438 Broadway, New York, N. Y.
Castle Photo Service, 916 S. Ash, Wichita 9, Kans.
Cellux Electronic Corp., 152 Congress St., Boston 10, Mass.
Central Camera Repair Co., 230 S. Wabash Ave., Chicago 4, Ill.
Central States Camera Repair, 3116 E. Douglas, Wichita, Kans.
Certified Scientific Co., 1245 Devon Ave., Chicago, Ill.
Champion Manufacturing Co., 327 Main St., Orange, N. J.
Chandler Machine Co., Ayer, Mass.
Chemipure Labs., 170-06 Hillside Ave., Jamaica 3, L. I., N. Y.
Chemoptics, Inc., 49 W. 19th St., New York 11, N. Y.
Chess-United Co., Inc., 200 N. Water St., Peekskill, N. Y.
Chicago Camera Co., 2324 S. Michigan Ave., Chicago, Ill.
Chicago Camera Specialists, Stevens Bldg., 17 N. State St., Rm. 1609, Chicago 2, Ill.
Chilcote Co., 2140 Superior Ave., Cleveland, Ohio.

Chromat-O-Scope Co., 426 S. Spring St., Los Angeles 13, Calif.
Churchill Laboratories, 203 S. Branch Pkwy., Springfield 8, Mass.
Cinelac Co., 610 Fifth Ave., New York 90, N. Y.
Cinema Products, P.O. Box 271, Louisville, Ky.
Cine Pro Corp., 106 W. End Avenue, New York 23, N. Y.
Cinklox Camera Co., also Cincinnati Clock & Instrument Co., 1113 York St., Cincinnati 14, Ohio
Circle "S" Products Co., 3051 N. Sheffield Ave., Chicago 14, Ill.
Ciro Cameras Inc., 425 S. Sandusky, Delaware, Ohio.
Cisco (see Waring-Cleveland Instrument Co., Inc.)
H. C. Clark, 107 Pleasant Ave., Box 221, Cashmere, Wash.
Clairton Corp., 11921 W. Pico Blvd., Los Angeles 64, Calif.
Clarus Camera Manufacturing Co., 1554 Nicollet Ave., Minneapolis, Minn.
Clay Adams Co., 141 E. 25th St., New York 10, N. Y.
Clingfite Products Co., 201 N. Wells St., Chicago, Ill.
Geo. W. Colburn Labs., 164 N. Wacker Dr., Chicago 1, Ill.
Colorado Bellows Service, 1513 Tremont Pl., Denver 2, Colo.
Colortran Converter Co., 7045 Romaine St., Hollywood, Calif.
Colrod Manufacturing Co., Inc., 4503 Dodds Ave., Chattanooga 7, Tenn.
Columbian Enameling & Stamping Co., 1536 Beach St., Terre Haute, Ind.
Commercial Filters Corp., 18 W. 3rd St., Boston 27, Mass.
Commercial Metal Products Co. (see Compco)
Commercial Paste Co., 504 Buttles Ave., Columbus 8, Ohio
Compco Corporation, 2251 W. St. Paul Ave., Chicago 47, Ill.
Compro-Flash, P. O. Box 3088, Rochester 14, N. Y.
Condit Manufacturing Co., 37 Lakeview Terrace, Staten Island 5, N. Y.
Consolidated Instrument Laboratory, 976 St. Paul St., Denver 6, Colo.
Consolidated Instrument Parts Co., 23 E. 26th St., New York 16, N. Y.
Continental Envelope Co., 2929 S. Wabash Ave., Chicago, Ill.
Continental Photographic Labs., Box 44, San Francisco, Calif.
Cook's, Inc., 780 Wright Ave., Camden, N. J.
Cooper Photographic Sales Co., 74 Sacramento, San Francisco 11, Calif.
Cordomatic Division, Vacuum Cleaner Corp. of America, 1724 W. Indiana Ave., Philadelphia, Pa.
Victor Corrado, 185 N. Wabash Ave., Chicago 1, Ill.
R. J. Cory Enterprises, 5107 S. Blackstone Ave., Chicago 15, Ill.
Cosmolux Co., 5713 Euclid Ave., Cleveland 3, Ohio
Craftex Products Corp., 1112 N. Seward, Hollywood 28, Calif.
Craftint Manufacturing Co., 1615 Collamer Ave., Cleveland 10, Ohio
Craftmount Co., 200 Race St., Holyoke, Mass.
Craftsman Camera Cases, 67 Park Pl., New York 7, N. Y.
Craftsmen's Guild, 1001 N. Orange Dr., Hollywood 38, Calif.
Cramer, R. W., Co., Inc., Centerbrook, Conn.
Crestwood Recorder Corp., 221 N. La Salle St., Chicago, Ill.
Crystal Research Labs., Inc., Hartford, Conn.
George Culbertson, 5133 Juanita Ave., Minneapolis, Minn.
Curio Photo Co., 1187 Jerome Ave., New York 52, N. Y.
Curtis Laboratories, Inc., 2718 Griffith Park Blvd., Los Angeles 27, Calif.
Custom Built Camera Accessories Co., 5712 Cedar Springs, Dallas 9, Tex.
Cyclops Products Corp., 1427 Nelden Rd., West Englewood, N. J.

D

D. U. C. Labs., Inc., 11 W. Redwood St., Baltimore, Md.
Da-Brite Co., 1227 Loyola Ave., Chicago 26, Ill.
Da-Lite Screen Co., 2711 N. Pulaski Rd., Chicago 39, Ill.
Robert M. Daly, 2025 Broadway, New York 23, N. Y.
Dassonville, Ltd., Newton, N. J.
D. A. Davenport Manufacturing Co., 624 Hanley Ave., Gary, Ind.
David Specialty Co., 66 E. Randolph St., Chicago 1, Ill.
Davidson Manufacturing Co., 5146 Alhambra Ave., Los Angeles 32, Calif.
Davidson Chemical Corp., 20 Hopkins Pl., Balt. 3, Md.
The Davies Labs., Inc., 4705 Queensbury Rd., Riverdale, Md.
Dayton Rogers Manufacturing Co., 2824 13th Ave. S., Minneapolis 7, Minn.
L. F. Deardorff & Sons, Inc., 11 S. Desplaines St., Chicago 6, Ill.
Dee Bee Labs., 118 New York St., Aurora, Ill.
Deep-Vue Corp., 2717 W. Lisbon Ave., Milwaukee 8, Wis.
De Groff Laboratories, Inc., 228 W. Jefferson Blvd., South Bend 2, Ind.
DeJur-Amsco Corp., 45-01 Northern Blvd., Long Island City 1, N. Y.
Delta Brush Co., 119 Bleecker St., New York, N. Y.
Delta Photo Supply Co., 239 E. 44th St., New York 17, N. Y.
Detroit Cam. Works, 19944 Livernois St., Detroit 21, Mich.
Develco Products, 32 Wall St., Norwalk, Conn.
Development Engineering Co., 724 S. Wise St., Decatur, Ill.
Devolite Corp., 125 W. 45th St., New York 19, N. Y.
DeVry Corp., 1111 W. Armitage Ave., Chicago 14, Ill.
Diamant Products Co., 41 W. 24th St., New York 10, N. Y.
Diamond "R" Agencies, 132 W. Union St., Pasadena 1, Calif.
Di Carlo Crystal Etcher Co., 8 W. Park St., Newark, N. J.
Diebold, Inc., Canton, Ohio
Dimco-Gray Co., 207 E. 6th St., Dayton 2, Ohio.
Di-Noc Manufacturing Co., 1700 London Rd., Cleveland, Ohio.
Director Products Corp., 570 5th Ave., New York 17, N. Y.
Display Lighting, Inc., 417 E. 61 St., New York, N. Y.
Dixie Controls Co., Rt. 1, Box 171, London Bridge, Va.
Dormitzer Electric & Mfg. Co., Inc., 89 Brighton Ave., Allston 34, Mass.
Douglas Art Metal, 920 Ossingington Ave., Toronto 4, Ontario, Can.
Dover Film Corp., 151 Hallet St., Boston 24, Mass.
Dowling's, Inc., 570 5th Ave., New York 19, N. Y.
Dunningcolor Corp., Motion Picture Labs., 932 N. LaBrea Ave., Hollywood 38, Calif.
Duophoto Corp., 30 W. 25th St., New York 10, N. Y.
E. I. du Pont de Nemours & Co. (Inc.), Photo Products Dept., Wilmington 98, Del.
Dura Electric Lamp Co., Inc., 64 E. Bigelow St., Newark, N. J.
Durable Fibre Sample Case Co., 207 Wooster St., New York 12, N. Y.
Dyacol Products Lab., P.O. Box 192, San Francisco, Calif.
Dynacolor Corp., Rochester 3, N. Y.

E

Eagle Pencil Co., 703 E. 13th St., New York 9, N. Y.
Eagle Photo Supply Co., Div. of George Murphy, Inc., 57 E. 9th St., New York 3, N. Y.
East Coast Mfg. Co., 165 W. 26th St., New York, N. Y.
Eastern Film Libraries, 148 Grand St., Waterbury 5, Conn.
Eastern Metal Supply Co., 489 5th Ave., New York 17, N. Y.
Eastern Paper & Mfg. Co., 147 LaFayette St., New York 13, N. Y.
Eastern Photo Co., Inc., 283 Congress St., Boston 10, Mass.
Eastman Kodak Co., 343 State St., Rochester 4, N. Y.
Eastman Kodak Labs., 1017 N. Las Palmas Ave., Los Angeles 38, Calif.
Ebe Manufacturing Co., 818 Swede St., Norristown, Pa.
Eclipse Manufacturing Co., Lake Zurich, Ill.
Edbar International Corp., 200 N. Water St., Peekskill, N. Y.
Edi Trimming Machines, 346 N. Stanley Ave., Los Angeles, Calif.
Edmund Salvage Co., 27 Clinton Ave., Audubon, N. J.
Ednalite Optical Co., Inc., 200 N. Water St., Peekskill, N. Y.
Edwal Labs., Inc., 732 Federal St., Chicago 5, Ill.
Effen Products, 447 Bergen St., Brooklyn 17, N. Y.
Eimer & Amend, 635 Greenwich St., New York 14, N. Y.
Elgeet Manufacturing Co., 65 Atlantic Ave., Rochester, N. Y.
Elite Custom Titling Service, P.O. Box 526, Minneapolis, Minn.
Elkay Photo Products, Inc., 287 Washington St., Newark 2, N. J.
Elstan Distributing Corp., 345 Broadway, New York 13, N. Y.
Elwood Pattern Works, Inc., 125 N. East St., Indianapolis 4, Ind.
Emde Products, 2028 Stoner Ave., Los Angeles 25, Calif.
Emmet Corp., 2837 W. Pico St., Los Angeles 6, Calif.
Empire M. P. Screen Co., 163 Tillary St., Brooklyn 29, N. Y.
Empress Novelty Co., 505 E. 171st St., Bronx 57, N. Y.
Engel Art Corners Mfg. Co., 4711 N. Clark St., Chicago 40, Ill.
Engineered Products Co., Rt. 8, Box 292B, Cincinnati 30, Ohio
Enteco Industries, Inc., 610 Kosciusko St., Brooklyn 21, N. Y.
Epco Products, Inc., 2430 Atlantic Ave., Brooklyn 33, N. Y.
Era Tool & Engineering Co., 9240 Belmont Ave., Franklin Park, Ill.
Ercona Camera Corp., 527 5th Ave., New York 17, N. Y.
Erie Scientific Corp., 257 Franklin St., Buffalo 2, N. Y.
Ertler Photo Equipment, 113 St. Clair Ave., N. E., Cleveland 14, Ohio
Eso-S, Inc., 47 & Holly, Kansas City 2, Mo.
Essanay Electric Manufacturing Co., 1438 N. Clark St., Chicago 10, Ill.
Eureka Specialty Printing Co., 581 Electric St., Scranton 9, Penn.
Evaporated Metal Films Corp., P. O. Box 606, Ithaca, N. Y.
Eveready Photo Products Corp., 422 E. North Ave., Baltimore, Md.
Ewart & Koch, 15 Brattle St., Cambridge 38, Mass.
Exakta Camera Co., Inc., 46 W. 29th St., New York 1, N. Y.
Excel Movie Products, Inc., 853 Dundee, Elgin, Ill.

F

FR Corporation, 951 Brook Ave., New York 56, N. Y.
Fairchild Camera & Instrument Corp., 88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
Falbrook Photo Supply Corp., 1133 McDonald Ave., Brooklyn, N. Y.
Fedco Products, 37 Murray St., New York 7, N. Y.
Federal Instrument Corp., 14-02 Broadway, Long Island City 2, N. Y.
Federal Manufacturing & Engineering Corp., 199-207 Steuben St., Brooklyn 5, N. Y.
Felix Dist. Co., 542 S. Dearborn St., Chicago 5, Ill.
Ferguson's Camera Repair Lab., 1858 E. Colorado St., Pasadena 8, Calif.
Ferolene Sales Co., 1467 E. 78th St., Kansas City, Mo.
Fiberbilt Case Co., 40 W. 17th St., New York 11, N. Y.
Fibre Case & Novelty Co., Inc., 42 E. 20th, New York 3, N. Y.
Fidelity Manufacturing Co., 5147 W. Jefferson St., Los Angeles 16, Calif.
Filter-Kleen Manufacturing Co., 314 Chelsea St., Everett 49, Mass.
Fisher Manufacturing Co., 525 Merchants Rd., Rochester 9, N. Y.
Fisher Photo Products, 67 Park Pl., New York 7, N. Y.
Oscar Fisher Co., Inc., 1000 N. Division St., Peekskill, N. Y.
Flashback Sales, 118 Windsor St., Kearny, N. J.
Forway Corp., 245 W. 55 St., New York 19, N. Y.
Foster & Kester Co., Inc., Reading N. Broad St. Station Bldg., Philadelphia 32, Pa.
Fotofix Camera Repairs, Morrisania P. O. Box 162, New York 56, N. Y.
Foto-Rule Co., 509 S. Myrtle Ave., Monrovia, Calif.
Foto-Tek, 3663 S. F. 38th Ave., Portland 2, Ore.
Fowler Co., 750 S. Wabash Ave., Chicago, Ill.
Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.
Fred Frankel & Sons, 28 W. 38th St., New York 18, N. Y.
Fredart Mfg. Corp., 230 5th Ave., New York 1, N. Y.
Fulton Co., 1258 S. Gramercy Pl., Los Angeles 6, Calif.

G

G-M Laboratories, 4300 N. Knox St., Chicago 41, Ill.
J. L. Galef & Son, Inc., 85 Chambers St., New York 7, N. Y.
Galileo Corp. of America, 30 E. 60th St., New York 22, N. Y.
Gallinger Bros., Inc., 1829 Flatbush Ave., Brooklyn 10, N. Y.
Wm. Galloway & Sons, Waterloo, Iowa
Gamma Instrument Co., P. O. Box 532, Great Neck, Long Island, N. Y.
A. J. Ganz Co., 7457 Melrose Ave., Hollywood 46, Calif.
Garden & Williams, 3266 W. Pico Blvd., Los Angeles 6, Calif.
Geiss-American, 6424 N. Western Ave., Chicago 45, Ill.
Gem Photo Supply Co., 15 E. 17th St., New York, N. Y.
GE Mount, 5817 Sheridan, Detroit 13, Mich.
General Camera Co., 6422 N. Western Ave., Chicago 45, Ill.
General Camera Repair Shop, 278 Post St., San Francisco 8, Calif.
General Control Co., 1200 Soldiers Field Rd., Allston 34, Mass.
General Electric Co., Lamp Dept., Nela Park, Cleveland, Ohio.
General Electric Co., 40 Federal St., Lynn, Mass.
General Photo Products Co., Inc., P.O. Box 23, Chatham, N. J.
General Photographic Supply Co., 136 Charles St., Boston 14, Mass.
General Products Co., 196 West St., Reading, Mass.
General Products, 4234 N. Lincoln Ave., Chicago 18, Ill.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
General Riveters, Inc., 786 Hertel Ave., Buffalo 17, N. Y.
G. Gennert Co. of California (General Photo Graphic), 1153 Wall St., Los Angeles, Calif.
Raymond Georg, 424 E. Edwards St., Springfield, Ill.
Germain Photo Specialties, 225 Broadway, New York 7, N. Y.
Gevaert Co. of America Inc., 423 W. 55th St., New York 19, N. Y.
Gilbert Supply Co., 319 Sullivan Ave., Waterloo, Ia.
Glen Camera Products, Box 905, Sea Cliff, N. Y.
Glo-Brite Products, Inc., 6415 N. California Ave., Chicago 45, Ill.
Globe Industries, Inc., 125 Sunrise Pl., Dayton, Ohio
Godthull Paper Box Co., Oshkosh, Wis.
C. P. Goerz American Optical Co., 317 E. 34th St., New York 16, N. Y.
Goetz & Ruschmann, 7 Newark Way, Maplewood, N. J.
Goldberg Brothers, P. O. Box 448, Denver 1, Colo.
GoldE Manufacturing Co., 1214 W. Madison St., Chicago 17, Ill.
Golden "B" Mfg. Co., Inc., 2132 W. 15th St., Cleveland 13, Ohio
Gopher Lab., 126 North 3rd Ave., Minneapolis 1, Minn.
Gordon Enterprises, 5362 N. Cahuenga Blvd., N. Hollywood, Calif.
Gould Lens Service, 26 Franklin Ave., Binghamton, N. Y.
Graflex, Inc., 154 Clarissa St., Rochester 8, N. Y.
Grant Photo Products, Inc., 18915 Detroit Ave., Cleveland, Ohio.
Graphic Economy Developer Co., 1624 S. Trumbull Ave., Chicago 23, Ill.
Grey-Al Dye Co., P. O. Box 1803, Hollywood 28, Calif.
Griscombe Prod., Inc., 23 Beekman St., New York 7, N. Y.

Griswold Machine Works, 412 Main St., Port Jefferson, N. Y.
Gross Photo Supply Co., 397 Phillips Ave., Toledo 12, Ohio
Grosscraft Products, Inc., 2124 E. 23rd St., Brooklyn 29, N. Y.
Grossman Electrical Specialties Co., Inc., 32 Union Square, New York 3, N. Y.
Grosso's Movie Titles, 173 Norman Rd., Newark 6, N. J.
Grover Photo Products, 2753 El Roble Dr., Los Angeles 41, Calif.
M. Grumbacher, Inc., 460 W. 34th St., New York 1, N. Y.
Gundlach Manufacturing Corp., Fairport, N. Y.

H

H & H Mfg. Co., 833 S. Ludlow St., Dayton 2, Ohio
H & S Printing Co., 296 Pearl St., New York 38, N. Y.
Haber & Fink Assoc., Inc., 16 Warren St., New York, N. Y.
Haca Supplies, 183 Sherman Ave., N., Hamilton, Ontario
Hall-Barkan Instrument Co., Inc., 55 Columbus Ave., Tuckahoe, N. Y.
Hallen Corp., 3503 W. Olive St., Burbank, Calif.
The Haloid Co., 12 Haloid St., Rochester, N. Y.
Roger Wm. Hammill, Franklin Park, Ill.
Hankscraft Co., Reedsburg, Wis.
Lorne H. Hardaker, Dept. of Photography, Univ. of California, Davis, Calif.
Harrison & Harrison, 6363 Santa Monica Blvd., Hollywood 38, Calif.
Arthur H. Hart, 2125 32nd Ave., San Francisco 16, Calif.
The Hartley Co., 1087 Manzanita Ave., Pasadena 3, Calif.
Harvey Photochemicals, Inc., Newton, N. J.
Harwood Mfg. Co., 2341 Wabansia Ave., Chicago 47, Ill.
Heath Co., 305 Territorial, Benton Harbor, Mich.
Heiland Research Corp., 130 E. 5th Ave., Denver 9, Colo.
Oscar Heinemann, 126 W. 32nd St., New York, N. Y.
Heitz & Lightburn, 150 W. 54th St., New York 19, N. Y.
Henzoldt Labs., 1060 Broad St., Newark, N. J.
Herold Mfg. Co., 715 W. Lake St., Chicago 6, Ill.
Herron Optical Co., 705 W. Jefferson Blvd., Los Angeles 7, Calif.
Arthur Hertzberg & Craftsmen, Inc., 3325 Lincoln Ave., Chicago 13, Ill.
Higgins Ink Co., Inc., 271 9th St., Brooklyn 15, N. Y.
High Class Camera Repair Co., 209 Loeb Arcade, Minneapolis, Minn.
Hinson Manufacturing Co., P. O. Box 480, Waterloo, Ia.
Henry Hjort, 84 Bay Terrace Ave., Staten Island 6, N. Y.
The Hobar Co., Inc., 208 5th Ave., New York, N. Y.
Hob-B-Bookcraft, 507 N. Wells St., Chicago 10, Ill.
Hobson Miller Paper Co., 280 LaFayette St., New York, N. Y.
Holland Cam. Repair Lab., Dept. P, 2041 S. University Blvd., Denver 10, Colo.
Holliston Mills, Inc., Lenox St., Norwood, Mass.
Hollyslide Co., Inc., 6264 Sunset Blvd., Hollywood 28, Calif.
Hollywood Camera Exchange, Ltd., 1600 N. Cahuenga, Hollywood, Calif.
Hollywood Cine Products Co., P. O. Box 22, Lakeland Village, Elsinore, Calif.
Hollywood Precision Laboratories, 2428 Canyon Drive, Hollywood 28, Calif.
Holms Co., The, 2468 W. 19th St., Milwaukee 6, Wis.
Holson Binders, Inc., 762 Wythe Ave., Brooklyn 11, N. Y.
Dale H. Holt, Hebron Rd., Andover, Conn.
W. C. Horn Bros. & Co., 571-577 N. 3rd St., Newark 7, N. J.
Horton Photo Sales, 115 N. Main St., Santa Ana, Calif.
House of Photography, Inc., 70 E. 45th St., New York 17, N. Y.
The Houston Corp., 11801 W. Olympic Blvd., Los Angeles 64, Calif.
Hunter Mfg. Co., 1550 E. 17th St., Cleveland, Ohio
Hydra Pan Head Co., 2800 Clearwater St., Los Angeles 36, Calif.
Hydrojet Corp., 300 W. Jefferson, Trenton, Mich.

I

I.D.Cal Co., P. O. Box 22-G, Inglewood, Calif.
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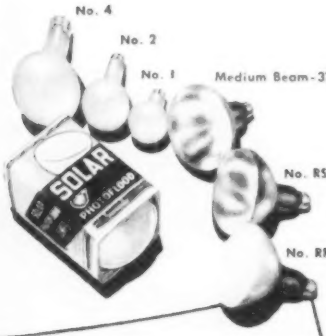

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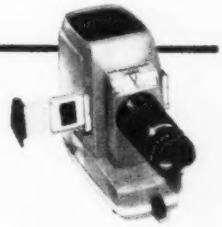

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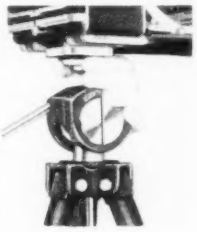

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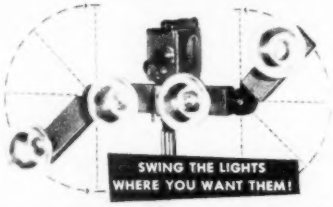

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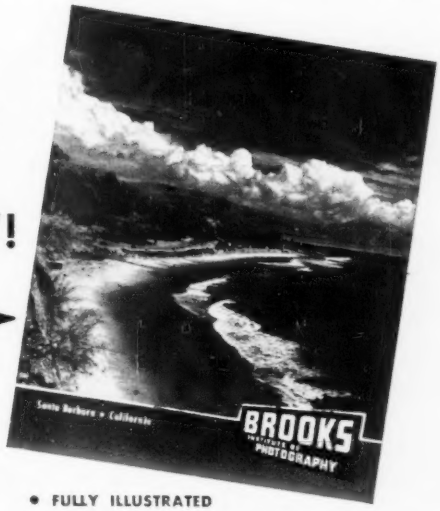

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New BOOKS

THE COMPLETE BOOK OF LIGHTING FOR COLOR AND BLACK-AND-WHITE PHOTOGRAPHY by Don D. Nibbelink, FRPS, APSA. Published by Photo-Arts Press, Midland Publishers, Forest Park, Ill. Cloth bound, 5½x8¼, illustrated, 256 pages, $2.95.

This book has been written for the countless number of camera fans who want to improve their knowledge of lighting techniques, but who find available books on the subject too technical or too general. The author stresses that, from a lighting standpoint, no two pictures are ever alike. He shows the basic lighting setups and explains, in simple terms, the theory of good lighting. Every phase of illumination and type of lighting is thoroughly covered in the 12 chapters of the book. The novice in photography will be able to follow the step-by-step procedure, yet the professional will discover much material which is useful and new.

FRITZ HENLE'S ROLLEI with photographs by Fritz Henle and text by Vivienne Tallal Winterry. Cloth bound, 8¼x10¼, profusely illustrated, 124 pages, $3.75.

Here's a collection of 87 of the thousands and thousands of photographs which Fritz Henle has taken throughout the 20 years he has been doing camera work. This book is in a sense a pictorial autobiography. It is the story of a partnership between a Rolleiflex and the man who is its master. The pictures reproduced here are not arranged in chronological or geographical sequence. Henle has presented them only according to the patterns or ideas they suggest. These shots express, according to the photographer, "grief and laughter, strength and weakness, happiness and despair, love and hate." They are the result of a search through which all of Henle's visions have been crystallized into images on film. In addition there is an excellent introduction by Vivienne Tallal Winterry and an appendix which lists interesting facts and technical data on the taking of each picture.

THE COWBOY, with photographs by Leonard McCombe and material for text and captions by John Bryson. Published by Picture Press, Inc., and distributed by Garden City Books, Garden City, New York. Paper bound, 8½x11, profusely illustrated, 80 pages, $1.

Here's a word and picture story of cowpunching as it's done in the old western tradition on one of today's large Texas ranches. Leonard McCombe, who took the pictures which illustrate this documentary volume, first gained international prominence for his photographs of East German refugees at the end of World War II. This book is the first of a new series of picture books which will cover various subjects in a thorough, documentary fashion. The men and women who will illustrate the forthcoming books will be leading American and European photographers.

THE NEW LEICA MANUAL, by Willard D. Morgan and Henry M. Lester. Published by Morgan and Lester, Publishers, New York. Cloth bound, 6x9, profusely illustrated, 428 pages, $5.

Here's the 12th edition of this volume. Its format has been enlarged and the text and illustrations are new. Thirteen color reproductions, together with an extensive chapter on color, are included for the first time. In this new edition the editors have presented the latest available information relating to the Leica camera and its accessories. Authorities in all fields of Leica photography have contributed working information and illustrations.

THE LOS ANGELES BOOK, with photographs by Max Yavno and text by Lee Shippey. Published by Houghton Mifflin Company, Boston. Cloth bound, 6¾x9¾, profusely illustrated, 118 pages, $5.

Here's a portrait of the most flamboyant and fabulous of American cities as painted by a top photographer and a top newspaperman. These two men reveal Los Angeles as it really is—a city of exaggerations and superlatives; a sprawling hodgepodge of beauty and ugliness, of adobe and chromium, of oil derricks standing beside palm trees, of cosmopolitanism mixed with a hundred kinds of small-townishness: of striding progress and incredible backwardness.

Home Movies Begin at Home

(*Continued from page 72*)

maybe a few select friends, friends who have been fully informed of the day-by-day developments either by phone or by over-the-back-fence communication. Therefore, it would seem obvious that lack of originality is fully compensated for by portraits of yourself, your family, and your own possessions in your own locale.

If we make honest movies for our own use, they will be viewable even if they are "trite and true."

Next point: all movies must have some sort of a theme, some underlying thread that fits most of the parts together into a sequence that makes some sense. This connecting strand may vary from the loose nebulous theme, such as "We'll take some pictures to show the kids growing up," to such tightly woven epics as "The case of the missing lens cap (A thriller in three reels and two bags of popcorn)." A theme is the thing. Some energetic souls go so far as to write out a detailed script; that's fine, provided, of course, that you allow for unexpected opportunities (seldom) or disasters (the natural order of things!).

Now to knit the parts of your movie together, you will need a lot of time-telling, place-describing scenes, again "trite and true" methods of getting somebody some place at a particular time.

Take a familiar example: you decide to make a movie called "Around the House," just a homey little affair, which, by the sheerest of coincidence, will feature, in the background, the new drapes, or maybe the new rug. So you start any-

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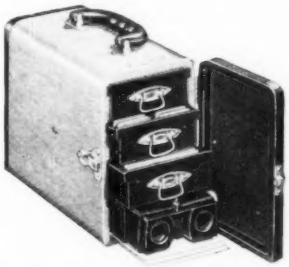

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where, and by skillful editing, finally arrive at something like that (details to be modified to fit circumstances):

Friend Hubby is shown working at the office; here he is, slaving away (you'll probably have to fake this); he pauses, reaches for the phone, dials or shouts at the operator. The scene shifts to the phone at home, a hand lifts it; longer shot shows Friend Wifey talking; alternate shots show both sides of the conversation; both hang up. By these trite and trues, you have established the people, the approximate time, and something of the intended action.

Next scene, Friend Hubby drives into the driveway and gets out of the family mixmaster; he is greeted at the door by Friend Wifey; a gaily-wrapped box of what must be candy implies a festive mood.

Now you get down to serious display of the house and domesticity. Here again, lean as heavily as you desire on old standbys, such as clocks to show time, breakfast nook to show early morning, dishwashing to imply after a meal, fireplace-slippers and newspaper to imply after-dinner relaxation, or turning the lights out to denote bedtime.

Maybe you can even build up to some sort of a climax, like that illustrated. Here the folks are listening to records, pausing and refreshing with some sort of a nationally, nay, universally advertised soft drink. You could climb to this climax by introducing a few scenes earlier in which the cokes are put into the refrigerator, the candy unwrapped and duly appreciated, and someone sorts the records.

Finally, again using a well-known idea, show someone putting the cat out, or switching off a light to imply the end of the episode.

As to practical hints about movie making in your own home—try to keep things simple. Don't get involved in the impossible task of lighting an entire room with simple lights. Rather, pick out the essence of the room, and photograph that. For instance, the essence of the kitchen may be the refrigerator or the range, that of the living room may be the fireplace, or a draped window or wall, or the easiest chair. By picking out the most important part of a room that implies the whole room, you can light it easily with simple equipment, such as that illustrated. Usually one or two floodlights as main lights with maybe one as a back or fill light will do the trick nicely. Watch also for undesirable shadows on furniture, watch for bright reflections, particularly from windows or mirrors, and be sure to prevent strong light from striking the lens.

There you have home movies *beginning at home*. A central theme as simple or as complex as your energy will allow should be the background for this or any movie. You will make an honest movie of yourselves and your doings. It may not be an *epic* movie, but it will depict a phase of your own life for your own entertainment. Just a good, clean, simple, honest movie for your own almost exclusive enjoyment and entertainment. What more could anyone ask?—

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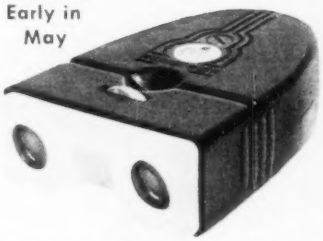

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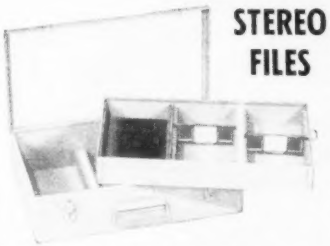

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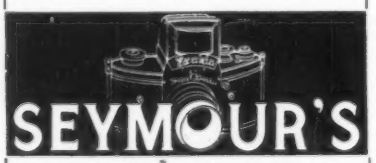

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Imitate the Masters

(*Continued from page* 37)

depict texture, flesh tones, and mood. They are the features that are so important to the phase of photography in which I now specialize—high fashion. When I first started experimenting with the old masters I did it for my own gratification and to prove a point to myself. How well it all worked out is reflected in the fact that a great number of color and black-and-white shots that I have been commissioned to do for big name agencies have been handled in this manner. They have been reproduced by such name accounts as Celanese Corporation of America, Botany Mills, Richard Hudnut, Wm. Skinner Satins, and others.

I use an 8x10 Eastman view camera equipped with a 16-in. Goerz Dagor lens to produce my renditions of art masterpieces. The three shots which appear in this article were made on Kodachrome Professional Daylight film. The transparency which compliments "La Donna Velata" by Raphael (Umbrian School) was taken on a dull day, exposure 8 seconds at $f/8$. My counterpart of "Mme Riviere" by Jean Auguste Dominique Ingres (French School) was produced on a bright day with an exposure of 1 second at $f/8$. My color shot—reproduced here in black-and-white—inspired by "The Little White Girl" by James Abbott McNeill Whistler (American School) called for a 4 second exposure at $f/8$.

Whenever it is consistent with the requirements of clients, I have used north light for the exposures. Occasionally I employ artificial illumination in addition to brighten small shadow areas. However, I am always careful when shooting color to avoid strong fill-in lighting which tends to change the color value of the subject matter, and thus detract from the mood and feeling which the old masters injected into their work. There are, of course, some occasions when my north light technique is not practical—such as when I am photographing foods where brilliance is the important factor.

The idea of using color film to try to achieve what the old masters accomplished on canvas is one which I feel people having good taste will readily appreciate. It's important to remember that the transparencies we may produce will not be the result of technique alone. More important to their success will be the sensitive things which go on within us. They come from the books we love, the music we feel, the places we visit and live in, the people we know.

As you can see, I'm completely sold on what great art can do to make today's color cameramen better photographers. That is why I recommend that you go to museums to see paintings before shooting in color. The masterpieces you will find there should be viewed from the standpoint of content as well as technique. I believe that nowhere in the world can you see any better examples of good lighting than in these old paintings. Photographers today use too much light and too many sources of illumination. Usually the simpler the lighting, the more natural the photograph.

If you do not live in a large city and thus do not have easy access to art galleries, you can always visit your local public or school library and borrow books which contain fine art reproductions. I also suggest that, no matter where you live, you buy several art books. These volumes can be purchased from any book store. Most of them are excellent; several are reasonably priced and readily available. For example, *Masterpieces*, published by the Ziff-Davis Publishing Company, sells for only $1.

You'll find if you use these art books, you'll be working on a fine project that will help you develop valuable photographic techniques and also a taste for the finer things in life. You'll discover, too, that you are producing top-notch transparencies—ones which might even be accepted by a client in return for financial rewards.

[*The three paints by Raphael, Ingres, and Whistler were reproduced here in black-and-white through the courtesy of Simon and Schuster Publishing Co. All three appear as color reproductions in* A Treasury of Art Masterpieces.—Ed.]

Color Vs. Black-and-White

(*Continued from page* 55)

exacting medium; black-and-white suggests; it is more subtle yet it offers wide latitude to the proficient worker who knows how to use it effectively. I believe there is a place for both media in anyone's photography as long as each is used to its best advantage.

And now a word to those who are interested in knowing how the figure studies were made. Lighting of the subject in both cases was fairly simple. Indirect floodlighting bounced off the walls and ceiling bathed the model in diffused illumination. The principal lighting on the background was a 500-watt flood filtered through a sheet of umbra-colored cellophane. A bare spotlight aimed at the background produced the splash of accent lighting. After posing and lighting the subject, exposures were made on 8x10 Kodachrome Professional film, Type B. Later a color-corrected copy of one of the poses was made on a medium-speed panchromatic sheet film.

Incidentally, I find the wire-backed "soda fountain" chair (my first acquisition on arriving in this country many years ago) an effective foil for figure studies as well as fashion poses. Thin and graceful, it does not overpower the composition nor upset the emphasis as does an artist's "block" with its mass and solidity. The chair is obliged to undergo frequent paint jobs, however, lest it be identified as an indispensable mainstay.

The comparative study of our two principal media is both interesting and instructive. Perhaps you might care to pursue it further by making up some comparative shots of your own. If you are striving to get the best out of each in order to perfect your own work, you'll find the project helpful to that end.—

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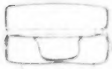

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Pictures Sell People

(*Continued from page* 51)

of publicity work, and very important.

No matter what the assignment, the photographer must be on time, and it's best if he's ten to fifteen minutes early to look over the scene, consult with the press agent or organization's press representative and see what props might be needed.

Courtesy to regular news photographers, if they are covering the story, is always important because the publicity photographer is the press agent's representative, even if he's been hired only for the one job. Always introduce yourself to any photographers you don't know, "I'm Joe Doakes, covering for Jay Jones Publicity Associates."

During the actual shooting, make way for the newsmen since it's better for them to break the picture directly. Talk the shooting problem, if there is one, over with them beforehand and never attempt to monopolize a position.

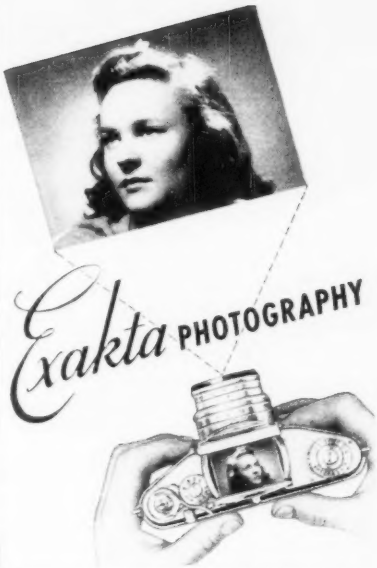
For your own shooting, to prevent misfires, don't economize on batteries. I change them every other week, no matter how little work may have been done in the interval. Use a flash fill-in on outdoor shots to guarantee good facial reproduction, since the face is the most important recognition feature in celebrity promotion. Take the flashgun off the camera and hold it above and slightly to the left or right of the camera when shooting people standing near solid backgrounds. This will ensure better facial modeling and avoid large black shadows alongside their heads in close-ups.

Sheet film costs may seem to mount up, but don't attempt to economize by not making duplicates on good poses. You'll find that an interested press service that hasn't covered a story will appreciate it if you give them an original negative to make a print run rather than resorting to a copy negative. The press agent is interested in publication of the pictures—any insurance you can provide in that direction will result in future calls for your services.

In making publicity pictures of personalities there are several important tips to remember. People must be played up to best advantage, emphasizing those dominant characteristics that make them well-known. On train, plane or ship arrivals, when they may be travel-tired, give them time to freshen up a bit—even suggest it if they don't think of it.

The background of the personality photograph should be as simple as possible and it should be either white or light gray, otherwise the newspaper may have to airbrush out extraneous details.

The celebrity shot should include motivation—a reason for the picture being made, or something to take it out of the static pose class—and that's where the photographer's imagination comes to the fore. When comedian Peter Lind Hayes and his wife, singer Mary Healy, arrived at La Guardia Field a few months ago, they were posed with Peter bottle-feeding their baby while Mama looked on. An out-of-the-picture noise put expres-



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sions on their faces and it had everything to catch an editor's interest (it hooked a lot of them). It was certainly better than the usual practiced empty smile or waving hand.

When photographing personalities in night clubs or restaurants have the table cleared if possible. If the picture is being made for club publicity have something on the table identifying the place. (Stork Club ashtrays appearing in publicity pictures—for example—have helped make that club famous). Don't interfere with the normal running of the place, don't inconvenience waiters or performers; make your shots and get out of the way.

I usually pose romantically-inclined or talking-to-each-other couples by having them looking at a point in front of each other rather than directly at each other. This method causes the eyes to photograph wider and actually appear more natural than when shot from a straight side profile.

Most publicity stunts involve pretty girls and, since stunts cost time and money, the photographer should never hesitate about making suggestions to improve the set-up. Sex still helps to insure a position in the papers—when it's not too obvious, of course. Low cut dresses or revealing bathing suits sometimes put over even the most blatant commercial stunt. Ask the model to take a deep breath, without looking unnatural, just before shooting. In this way you'll get a better bust line. If a crown or streamer (beauty queens) or signs are used, make sure the printing is sharp and in black-and-white rather than color, for best reproduction contrast.

Society publicity pictures demand an entirely different approach. They usually involve smart clubs, hotel supper rooms or organization functions and occasionally the people themselves want personal publicity. The photographer has to be smooth, polite, never aggressive. A photographic pose not in keeping with the person's social or business position should never be suggested. Never argue against a definite "no," in answer to the picture request. After a picture is made insure against errors by asking the persons involved to check the proper spelling of their names in your caption record; be careful not to mix up the proper order.

All of these suggestions apply to photography in small towns as well as to the biggest cities. Perhaps, in a smaller community the emphasis is on local organization or manufacturing plant photographs, but the basic principles still apply. Always strive to have the pictures be a little different from the usual run-of-the-mill stuff, without falsifying or carrying ideas to extremes.

The remainder of successful publicity photography, and it can be as important as taking the pictures, lies in the darkroom and in servicing finished prints.

Immediately after completing an assignment I always develop my negatives and make prints so that later jobs won't interfere. Quite often in the large metropolitan centers, night work entails getting photos out faster than normally to

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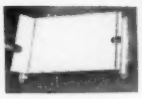

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Because of the speed that is sometimes necessary, the photographer should have a portable typewriter available to write picture captions if time is too short for the press agent to take care of that chore. I cement each caption to the bottom back edge of the print with the typewritten portion folded so that it may be read while an editor looks at the photo. Always stamp the back of each print with your name, address and telephone number and have each print numbered to correspond with the negative. This will facilitate the work of the newspaper in case its representatives must call you directly for further information.

Delivery of the prints to the papers, if left in your hands by the press agent (as they sometimes do to me), requires a dependable delivery service during the day.

Night rush jobs may require personal delivery to newspaper offices and that rare service should be reflected in extra fees for the entire job.

All negatives should be numbered and filed according to the particular assignment since they remain the property of the photographer. If a publicity man wants contact prints of all negatives made for his accounts to keep in his files, by all means let him have them. The practice I follow is to do them for a nominal charge, they usually result in reorders.

Whether big city or small town, publicity techniques are essentially the same, with personalities keyed to the scene. The photographer can only be successful if he remembers to sell himself—and after all that's a matter of good publicity.—

A Practical Guide to Portrait Lighting

(*Continued from page* 69)

is very similar to open shade outdoors, is that reflected from large, light surfaces. You can achieve pleasingly soft, almost shadowless illumination, flattering even to an expressionless mannequin, by directing your lights up at the ceiling.

Let us repeat that nothing in this article should be construed as an easy formula to quick success in portraiture. It has been our purpose to point the way, to provide a basis for personal experimentation. The lighting cage should prove a helpful working guide for home portraiture in the hands of the diligent student.—

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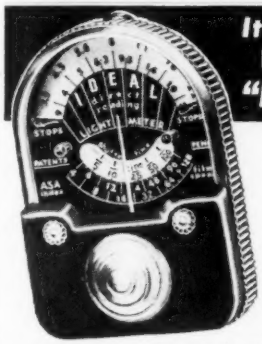

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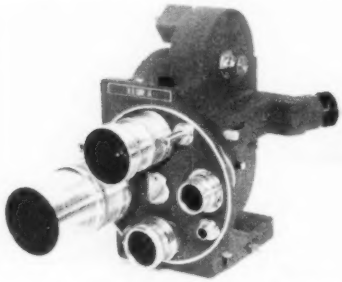
TRADE NOTES AND NEWS

MOVIE MAKERS who use Bell and Howell 70-series cameras will be interested in the 4-lens turret and rackover introduced by Par Products Corp., 926 N. Citrus Ave., Hollywood 38, Calif. The turret features full-frame groundglass focusing through taking lenses, and a filter slot for behind-the-lens filters. Simultaneous accommodation of four lenses, including telephoto and wide-angle, positive turret indexing mechanism, and constant apparent field viewfinder system are also provided. The viewfinder system is dual purpose, combining optical



Auxiliary turret and rackover accepts 4 lenses.

viewfinding and groundglass focusing through the taking lens with one eyepiece. Magnification of 7X and 15X is provided for both viewfinding and focusing. Standard Bell and Howell viewfinder objectives are mounted in the turret adjacent to their corresponding taking lenses, eliminating finder adjustment. Camera can be handheld for shooting, and a rackover lock is provided. The rackover does not interfere with motor drive and/or external magazine. The 4-lens turret is available without rackover if desired. For prices and further information, write the manufacturer.

A COLOR PRINT training kit is being marketed by Curtis Laboratories, Inc., 2718 Griffith Park Blvd., Los Angeles 27, Calif. The kit is designed as a complete home-study course in practical color printing, and includes a 4X5 color printer, color separation negatives, masks, color printing matrices, Curtis Pin-Slot Dye Transfer Desk, punch, roller, enlarging easel, glass sandwich, and complete manual of instructions. Also included are dyes and chemicals sufficient to process 48 8X10 matrices and 96 sets of color separation negatives, in addition to enough dye for 300 or more 8X10 color prints. For price and additional information, write the manufacturer.

CAMERA CASE DIVISION of Service Manufacturing Co., 120 E. 16th St., New York, N. Y., announces the Eveready Flashbulb Kam-Ra Bag, with special built-in unit to hold 10 flashlamps in the top of the bag. Made of Tolex plastic, one model

Gadget bag has section to hold flashlamps.

retails for $14.95. Another model, of leather, sells for $24.95. Both bags will accommodate a camera, flashgun, filters, sunshade, exposure meter, and film, in addition to the flashlamps. For further information, write the manufacturer.

A TRIPOD ACCESSORY which facilitates camera handling is offered by the General Photographic Supply Co., 126 Charles St., Boston 14, Mass. The unit, the Johnson Kam-Lok, is a two-part device which fits on the tripod head, and which comes apart to make removal of the camera from the tripod much easier. The bottom half of the Kam-Lok is attached to the tripod, and the top half screws into the tripod bushing of any camera. The two pieces dovetail together, and are separated by pulling a chain on the bottom half. The price of the Kam-Lok is $3.30, including F.E.T. For additional information, write the distributor.

A LABELING AID with many darkroom uses is offered by Labelon Tape Co., 100 Anderson Ave., Rochester 7, N. Y. The tape is sensitive to pressure. It has a base of blue material, a middle layer of white waxy substance, and a top layer of transparent acetate. When pressure is applied to the tape with a stylus, pencil, pen, or a typewriter, the middle layer of waxy material is destroyed, and the legend appears as blue letters against a white background. The tape will adhere to any surface, and is sold in rolls of various widths and lengths. Write the manufacturer for prices and additional information.

FOR HOME STUDIOS and small commercial installations, Lennox Industries, Inc., Photo Division, 6007 Euclid Ave., Cleveland 3, Ohio, now manufactures the I-ACE Unipak Speedlite. This electronic flash unit is fitted with its own yoke, and can be used on any amateur light stand. The portable unit makes use of a G-E FT 210 flashtube, or any equivalent unit, and operates on 110-120-

Electronic flash unit uses G-E FT 210 flashtube.

volt a-c power. With a light output of 75 watt-seconds, the Unipak Speedlite features a Lumilite treated 8-inch reflector. Price of the unit, including tax and battery charger, is $100. For additional information, write the manufacturer.

CHECK THE DIRECTORY section of this issue of POPULAR PHOTOGRAPHY for new and old items of photographic equipment available on the market today. New products announced too late to be included in the Directory section appear in TRADE NOTES, along with new items in classifications for which detailed listings do not appear in the Directory. Look under the appropriate headings in the Directory for such new items as the Argus C-4 camera manufactured by Argus Cameras, Inc.; the Binoca binocular-camera distributed by Random Corp.; the Busch Verascope F-40 stereo camera, distributed by Busch Camera Corp.; the Compco Reflex camera manufactured by Compco Corp.; the Hacon 45 camera manufactured by Haca Supplies; the Hoca stereo camera distributed by Ercona Camera Corp.; the Kodak Signet 35 camera manufactured by Eastman Kodak Co.; the new line of Linhof cameras distributed by Kling Photo Supply Corp.; the Nikon miniature camera distributed by Overseas Finance and Trading Co., Inc.; the Tower 35 camera distributed by Sears, Roebuck and Co.; the Ventura 69 series of cameras distributed by Alfa Photo Corp.; the Brownie movie camera, manufactured by Eastman Kodak Co.; the new Corona line of movie cameras and movie editors manufactured by Pho-

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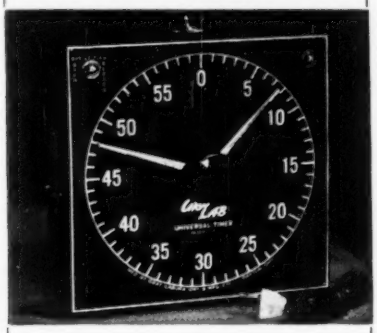

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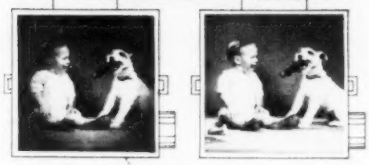

If the groundglass of your twin-lens reflex camera looks like the one on the left, then you're missing much of the fun of photography, as well as a lot of good pictures.

To take full advantage of the unique focusing system of your twin-lens reflex, you should see the entire picture on the groundglass. The corners should be just as bright as the center, like the illustration on the right.

The Hartley Field Lens makes this possible. It also enables you to focus faster and easier, and it helps you obtain better picture composition. The Magni-Clear Spot in the center, containing no Fresnel rings, permits more effective use of the camera magnifier for extra sharp, critical focusing.

The Hartley Field Lens is available in various sizes to fit any reflex camera with picture size 2¼ x 2¼, and may be readily installed by the camera owner.

AVAILABLE ALSO FOR ALL 2¼x3¼ (6x9cm) PRESS TYPE CAMERAS

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tographic Industries Corp.; the Nizo movie camera distributed by Ercona Camera Corp.; the Federal Odd-Lite series of enlargers manufactured by Federal Manufacturing and Engineering Corp.; the Revere enlarger-viewer manufactured by Revere Camera Co.; the Mansfield Senior 500 movie editor manufactured by Mansfield Industries, Inc.; the Cine Kodak Duo Splicer Outfit manufactured by Eastman Kodak Co.

Also included are the Time-O-Lite printer manufactured by Industrial Timer Corp.; the Bolex M8 movie projector distributed by Paillard Products, Inc.; the Kodascope Sound 16 movie projector manufactured by Eastman Kodak Co.; the Stereo Realist stereo projector manufactured by David White Sales Co., Inc.; the restyled line of S. V. E. still projectors manufactured by Society for Visual Education, Inc.; the Tele-Color still projector manufactured by Davidson Manufacturing Co.; the Viewlex V-3 and V-2C still projectors manufactured by Viewlex, Inc.; the Kodaslide Merit still projector manufactured by Eastman Kodak Co.; the GoldE Manumatic 300-P still projector manufactured by GoldE Manufacturing Co.; the TDC Mainliner 300 still projector manufactured by Three Dimension Co., Inc.; the Ascor Midget electronic flash unit manufactured by American Speedlight Corp.; the Willcox Strobo-Lite units manufactured by Willcox Photo Products, Inc.; the Blue Zephyr Junior spotlight manufactured by Mole-Richardson, Inc., and many other items of great interest to the amateur photographer.

STEREO FANS are informed of the new Like-Life Stereo Viewer, manufactured by Deep-Vue Corp., 2717 W. Lisbon Ave., Milwaukee 8, Wis. Made of polystyrene plastic, the viewer accepts all standard stereo

Stereo viewer has built-in illumination system.

mounts, and features a built-in illuminating system with automatic light switch that activates the light when a slide is inserted. A safety switch turns off the light in the event the viewer is put aside with a slide still inserted. The 83.5-mm focal length lenses are easily focused by spring tension. Price of the unit is $12.95. For further information, write the manufacturer.

PRESS CAMERA USERS are offered the new Graflok Dividing Back for making two exposures on a single sheet of 4x5 film. Designed to accept regular Graphic film holders or filmpack adapters, the device centers each half of the film in the optical axis as the exposure is made, thus eliminating the problem of distortion. For price and other information, see your Graflex dealer, or write Graflex, Inc., 154 Clarissa St., Rochester 8, N. Y.

NEWS NOTES: Bayelle Foreign Trade Service, 5700 Oxford St., Philadelphia 21, Penn., is pleased to announce that they have been appointed American representatives for Fountain Press, Ltd., English photo publishers.

Eastman Kodak Co. announces that a midwest headquarters for its motion picture film department has been opened at 137 N. Wabash Ave., Chicago 3, Ill. Kenneth M. Mason is manager of the midwest division.

Busch Camera Corp., now in new quarters at 500 S. Clinton St., Chicago, Ill., announces that they are the exclusive distributors for the Verascope F-40 stereo camera, and they will market the camera in kit form with accessories.

Huggins Laboratories, 772 Hamilton Ave., Menlo Park, Calif., announces an arc-lamp power supply which produces either a steady light or a 10-microsecond flash, with a brilliance 200 times greater than that of steady operation. Both modes of operation are obtained from direct-current sources. For additional information, write the manufacturer.

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IMPROVE YOUR PICTURES. New lighting charts and diagrams show exactly what to do to make your indoor portraits near-perfect. There's a new editorial on enlarging, too—and another on filters. Plus scores of useful photo hints. And you'll find Bob Adams, Wards photo expert, ready to arrange trade-ins, obtain special equipment, or answer your photo questions.

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You Don't Need A Studio

(*Continued from page* 41)

head pipe or beam, or rigging up a permanent pole-and-rope arrangement as I have done in my apartment. To prevent tearing, put a strip of adhesive tape over the paper at the place where you drive tacks through.

Lighting equipment can be very simple. One of the least expensive and most versatile of light sources is the silver-coated type of floodlamp you can buy at most camera stores. A couple of stands or clamp-on sockets and plenty of strong extension cord are the only accessories needed with these bulbs.

You can control the brightness of your lighting in other ways besides moving the lamps closer to or farther away from the subject. For non-directional effects or to improve shadow detail, try using reflectors: pieces of white cardboard, sheets of paper, light-colored cloth, or a smooth plastered wall. Another method of making your light softer is to put a diffusing screen in front of the floodlamps. You can buy diffusers ready-made or you can construct them yourself from tissue paper or cotton cloth.

If you have extra money to spend and want some fancy trimmings you might add an adjustable spotlight or two to your setup. I have found that a Baby Keg-Lite and a couple of Dinky-Inkie spots are most helpful in my work. Just be careful not to overload your electrical circuit (1200 watts is a safe minimum).

Instead of floodlamps you may prefer to use flashbulbs or electronic flash. Add one or more flashbulb extensions to your basic unit for greater variety of lighting effects. And don't be afraid to mix different types of light sources. In my work I often combine electronic flash with floodlamps, floods with baby spots, etc.

My apartment is a single room plus a bath and kitchen. I want it to look like a home most of the time but when I need a studio the change-over is easy. I just follow the steps shown in the accompanying pictures. I push the furniture to one side, rig up a background of seamless paper (attached to a pole hung from the ceiling), arrange a few lighting units, and *presto!*—there's my studio.

The ability to pull a workshop out of my hat has helped me more than once. One time I was on assignment in a Pittsburgh factory where there was no studio available. A hurried search through the plant revealed a dressing room where the pipes of a sprinkler system ran across the ceiling. We moved the furniture to the side, then fastened a roll of paper to one of the pipes with adhesive tape. My speedlight unit provided the light for a series of shots including the ice-water picture shown with this article.

There's a moral to all this—no matter where you are you'll find some spot suitable for picture-making purposes. So don't be one of those "if only I had a studio" persons. Just follow the ideas given here, make the most of what's at hand, and you'll find a studio wherever you hang your hat.—

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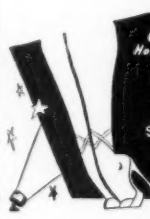

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Calendar of PHOTOGRAPHIC EXHIBITIONS

*Conducted according to the recommended practices of the Photographic Society of America.

4th International Salon of Speleological Photographic Art, National Speleological Society, Washington, D. C.

Closes April 15.
Entry fee 25 cents per picture, up to a maximum of $1 for four or more prints. This fee is not required if the photographer wishes to donate his prints to the Society. Entries are limited to pictures showing some phase of caving, underground or above, but containing a cave scene or recognizable appurtenances of speleology.
On exhibit at the Smithsonian Institution, Washington, during Nov., 1951.
For information and entry blanks write the National Speleological Society, 1770 Columbia Rd., N. W., Washington 9, D. C.

3rd New York International Color Slide Exhibit*, Color Slide Club of New York, New York.

Closes April 18.
Entry fee $1, four slides allowed.
On exhibit at Central High School of Needle Trades, New York City, May 4 and 7.
For information and entry blank write Dr. R. B. Pomeroy, 745 Fifth Ave., New York 22, N. Y.

13th Annual International Exhibition of Nature Photography*, Science Museum Photographic Club, Buffalo, New York.

Closes April 27.
Entry fee $1 for black-and-white or color, four entries allowed in each class.
On exhibit at Buffalo Museum of Science, May 15 through June 10.
For information and entry blanks write Ruth F. Sage, 49 Johnson Park, Buffalo 1, N. Y.

17th New York PPA International Salon, Pictorial Photographers of America, New York, New York.

Closes April 28.
Entry fee $2, four prints allowed.
On exhibit at American Museum of Natural History, New York City, June 3 to 17.
For information and entry blank write Karl Kunkel, 326 E. 59th St., New York 16, N. Y.

2nd Halifax International Color Slide Exhibition*, Color Guild of the Maritimes, Halifax, Nova Scotia, Canada.

Closes May 1.
Entry fee $1.
On exhibit in Halifax, May 28 to June 1.
For information and entry blank write Russell E. Heffler, P.O. Box 103, Bedford, Halifax Co., Nova Scotia, Canada.

IV Internationale Photo-Ausstellung, Osterreichischer Lichtbildnerbund, Salzburg, Austria.

Closes May 10.
Entry fee $1 for four prints in each of three sections.
On exhibit in Salzburg and Klagenfurt, Austria from July 21 to Aug. 21.
For information and entry blank write IV. Internationale Photo-Ausstellung, Osterreichischer Lichtbildnerbund, Hauptpostamt 1, Schliessfach 76, Salzburg, U. S. Zone, Austria.

4th El Camino Real International Color Slide Exhibition*, El Camino Real, Los Angeles, California.

Closes May 12.
Entry fee $1 for four slides.
On exhibit in Southern California, May 28 to June 10.
For information and entry blank write Eric Ergenbright, 11626 Blix St., North Hollywood, Calif.

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3X4 ---- .55 | 5X7 -- $1.50
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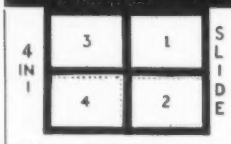

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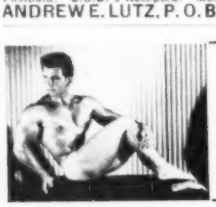

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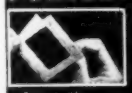

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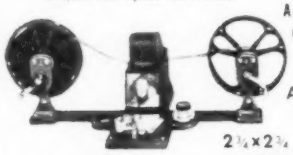

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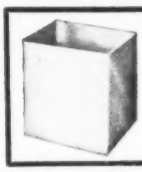

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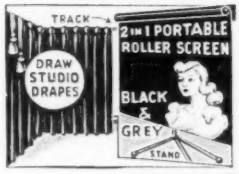

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NEW Curtis Color-Scout, new 2¼x3¼, latest model complete with 3 pack adapters, 7½" f4.5 coated lens, flash and case. Worth over $600.00. Best offer takes. Alfred Bass, 585 Market St., San Francisco.

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MISCELLANEOUS

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